Advertising Age

With which is incorporated Advertising Agency Magazine, formerly Advertising & Selling

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THE NATIONAL NEWSPAPER OF MARKETING

Perfect Circle Shifts to Compton From Henri, Hurst

HAGERSTOWN, IND., Dec. 24—Perfect Circle Corp., manufacturer of piston rings and other automotive products, has switched its advertising from Henri, Hurst & McDonald, Chicago, to Compton Advertising, Chicago. The account bills more than $750,000.

"Compton was selected because of its industrial and consumer products experience," said Herman Teetor, vp and director of advertising. "Their marketing strength and success in launching new products were important considerations in view of our own long-range program of product diversification."

Perfect Circle avoided use of questionnaires in choosing a successor to Henri, Hurst, which had handled the account for 23 years. Instead, a management team headed by Mr. Teetor and John Senn, advertising manager, personally screened each agency.

The company declined to identify the agencies which solicited the account. ADVERTISING AGE learned,

(*Continued on Page 20*)

Stop Stalling; Clean House, Fairfax Cone Urges Ad Business

CHICAGO, Dec. 24—Peering into the murky '60s, Fairfax M. Cone, chairman of the executive committee of Foote, Cone & Belding, had some acid words to say to the advertising business this week.

Taking stock of the sticky situation advertising finds itself in at the end of this decade, Mr. Cone read off the major ad associations—the Four A's, AFA and ANA—and the ad media for their feeble or non-existent efforts to make right the wrongs being committed in the name of advertising.

The American Assn. of Advertising Agencies, he says, "has revived its [copy] interchange, which is a receiving center for professional complaints about members' transgressions. But it is perhaps significant that no one has ever been kicked out of the association for cutting capers.

"The Assn. of National Advertisers, which also treats the horns of large bulls very gently, is reported to be edging into the fracas with a program to explain the

(*Continued on Page 8*)

Pall Mall Takes Cigaret Brand Lead from Camel

'Business Week' Brand Study Finds Industry Proliferates, Prospers

NEW YORK, Dec. 23—Pall Mall has become the largest selling brand of cigarets in the U.S., pushing Camel out of the No. 1 spot which that brand had held for ten years.

Cigaret sales in 1959 increased 3.8% to an alltime record of 453 billion cigarets.

These are highlights of *Business Week's* annual survey of cigaret sales.

This year, with Pall Mall edging out Camel for the No. 1 spot, is the first in which a king-size cigaret has taken sales leadership from a regular brand. Pall Mall, the report said, jumped into first place on the strength of a 6 billion unit sales increase, to a vol-

(*Continued on Page 49*)

Late News Flashes on Page 49

'Effective Sanctions' or 'Voluntary Program'? . . .

U. S. Seeks Way to Put Teeth in TV Code

Rogers Gives Anti-Trust Okay to Naming Station, Advertiser Violators

WASHINGTON, Dec. 23—As government and industry leaders look for ways to put "teeth" into the enforcement program of the National Assn. of Broadcasters' tv code, the code review board is under mounting pressure to start naming names of advertisers and stations which violate code restrictions.

For anti-trust reasons, NAB has never identified an individual advertiser involved in a code enforcement action. Also, as a matter of policy, it has never identified stations which have resigned from the code program, or have had their code privileges withdrawn.

■ Now the NAB has a letter from Attorney General William P. Rogers which is believed to provide substantial anti-trust immunity if the code review board wants to identify code-defying advertisers by name.

In addition, the code review board's chairman, Donald H. McGannon, has promised members of

(*Continued on Page 50*)

McCann Proposes Drive to Promote Magazine Medium

NEW YORK, Dec. 23—McCann-Erickson yesterday proposed a campaign for the magazine industry to a group of magazine publishers. The campaign, relying on a testimonial technique, would appear in magazines, and the agency would be compensated by commissions on the space in the magazines which carry it.

As unveiled to members of the

(*Continued on Page 8*)

They Made Advertising News in 1959

(See 'Highlights of the Year' on Page 3)

DONALD H. McGANNON—*The tv code board moved for self rule.*

ROSSER REEVES—*The hard sell met resistance.*

GEORGE ROMNEY—*Rambler capped the compacts.*

WILLIAM B. CARR—*A selling innovation for the dailies.*

CHARLES G. MORTIMER—*Knowledgeable testimony for advertising.*

S. I. NEWHOUSE—*Acquired Conde Nast, Street & Smith.*

REP. OREN HARRIS—*The quiz scandals were news.*

ROBERT FEEMSTER—*A new role for the AFA.*

VERNON MYERS—*Magazines swung to regional editions.*

EARL W. KINTNER—*For the FTC, a new vigor.*

ADVERTISING REVIEW: Ad Volume Grows in 1959,

By John Crichton and Stanley Cohen

NEW YORK, Dec. 23—The year 1959 was a good year financially for advertising. But from any other aspect it was a year of trouble, with every sign of more to come.

It was distinctly a year in which advertising got into trouble in Washington, and each passing week carried more dire news of difficulty along the Potomac.

The year 1959 saw lobbying ads under fire in Washington, as well as public relations advertising designed to influence policy. It saw the Edsel discontinued, saw women appear in liquor advertising in a variety of non-drinking poses, saw a rash of new cigaret brands (including one without tobacco), the launching of new "compact" cars by the Big Three, and a round of rate increases.

■ It saw advertisers, network presidents, agency heads and

Quiz Scandal Spotlight May Alter Basic Structure of TV Advertising

Quiz Rigging Is Whip as TV Endures 'Hell Week'; Congress Hearings Spur Massive Soul Searching

packagers wriggling under the heat of the television lights as the House committee on legislative oversight peered into the television quiz scandals.

It saw the rise of a new and vigorous policy in the Federal Trade Commission, as FTC poked into areas ranging from payoffs by magazine publishers for newsstand display to fictitious guarantees by battery manufacturers to deceptive demonstrations in commercials.

It was a year of unprecedented coffee promotions in Chicago and many other cities. A year when magazines swung full force into regional editions and split runs. A year when the possibilities of self-regulation and policing led to sharp and decisive action, as the tv code board insisted stations comply or resign.

■ It was a year when the President of the United States asked Justice Department to look into quiz show scandals, and when he expressed annoyance at ads used by rival manufacturers to argue the merits of the Bomarc and Nike missile systems.

It was the year when the Advertising Federation of America shifted the focus of its operation to Washington, and retained Donald Wilkins to run the office. It was the year of change: the Harvey Conover model agency folded (it did much to establish the phrase, "cover girl"), and the So-

Plastics Society Drive Warns on Film Bag Misuse

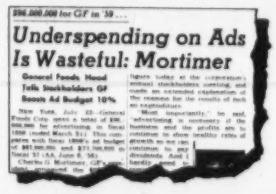
NEW YORK, June 18—The Society of the Plastics Industry today launched a nationwide newspaper and radio campaign to educate the public on "the proper and improper use" of plastic bags.

ciety of the Plastics Industry used ads to warn against the lethal properties of plastic bags, and S. I. Newhouse, who accumulated a vast newspaper chain, turned his attention to magazines and acquired Conde Nast and Street & Smith.

The most repetitive word in advertising conversation was "image," and Vance Packard was back with another book, "The Status Seekers," and advertising men were still coming off badly in fiction. The National Industrial Advertisers Assn. changed its name and organization to the Assn. of Industrial Advertisers, and the National Sales Executives had a magazine of its own, called *Sales Week*.

■ Advertising volume shot upward—magazines were up 12% in revenue for nine months, newspapers were up 6.9% in linage for the first ten months, television (both network and spot) was setting new records, radio hit $541,000,000 volume in 1958 and was gunning for a 7% gain in 1959. This was also accompanied by rate increases, and yelps of anguish from advertisers. G. M. Basford Co. reported that business paper costs were up 108% since 1946, and the Assn. of National Advertisers calculated newspaper costs had risen 71% since 1946. BBDO queried magazine publishers on the reason for rate increases, complained of the evasive answers, and of the fringe time increases in broadcasting. British advertisers were alarmed by television rate increases. In radio, stations were asked for a single rate, or at least a firm one.

Meantime, the ANA polled its members and reported an anticipated 10% increase in 1960 spending, and McGraw-Hill found capital expenditures would increase 10% in 1960. The outlook seemed bright—but again the emphasis was financial. Elsewhere trouble loomed.


Underspending on Ads Is Wasteful: Mortimer

General Foods Head Tells Stockholders GF Boosts Ad Budget 10%

Advertisers

The three largest advertising classifications, food, automotive and beverages, were showing substantial advertising increases. In the food field, new packaged products continued to hit the market, including frozen meat balls to be added to sauce and spaghetti Charles G. Mortimer, who moved up from president to chairman of General Foods, told a Parlin Memorial lecture audience that it is necessary to apply creativeness to consumer wants, later told GF stockholders that the biggest mistake in advertising is to underspend—"like buying a ticket three-quarters of the way to Europe; you have spent some money but you don't arrive." (The succinct and incisive phrasing of Mr. Mortimer's message led AA to reprint it, offer it at cost to readers, and some 21,500 copies were distributed.)

In Minneapolis, General Mills reported that it spent $33,206,000 in advertising, up 30% from the previous fiscal year. Union Pacific was the top railroad advertiser of '58 with $3,319,665. National and

Eastern Air Lines Asks CAB Halt Rival's 'False' Ads

'Fullest Protection of Board Needed' by Public Other Lines, Says Plaint

(For National's reply to Eastern charges see news flash below.)

WASHINGTON, July 30—Eastern Air Lines charged today that National Airlines is engaging in "unfair, deceptive and misleading advertising" and it asked the Civil Aeronautics Board to issue a cease and desist order against National.

Eastern airlines carried an advertising dispute to the CAB, arguing over claims for fares and equipment, including failure to make clear that jet-props aren't jets.

Lifebuoy, switched from tomato to pearly white, was making sales gains. Lestoil launched Lestare, and Colgate lost a West Coast litigation in which a small company charged that Genie infringed on Jeenie. Pillsbury should have won the Candor Award of the year, when it referred to an FTC examiner's "totally irrational" approach to advertising, to which he was "almost fanatically hostile."

■ Marlboro switched from open-pore photography to paintings for print ads, and a rash of new cigarets hit the market—high-filtration brands like Life and Duke of Durham, menthols like Alpine and Riviera and Spring and Belair and Mayfield. There was a no-tobacco cigaret—Bantob—which was assigned for creditors during the year, after insisting that media wouldn't take its ads. Campana Sales Co. and its agency, H. W. Kastor & Sons, claimed tobacco pressure kept Bantron (an aid to stop smoking) out of magazines. Cigaret makers howled about car cards from *Reader's Digest* promoting a lung cancer article; the latest *RD* article on cigarets reported significant improvement in lowering tar and nicotine.

A. C. Nielsen Co. reported that deals were growing faster than sales in the food field—deals up 178% since 1955, grocery tonnage up 30%. Perhaps the most imaginative promotions of the year were those of B. T. Babbitt Co., which offered subway tokens in New York, and a Treasury Department deal called "Own a Bit of America." The daffiest deals were in the coffee business, particularly in Chicago, where Folger "moved a mountain of coffee" with a price deal which left competitors aghast, followed by Hills Bros. with a giant couponing deal. Three coffee companies put coin in the can: Beech-Nut, Duncan Coffee (Maryland Club) and North

Coffee Can Coin Craze's Contagious as Three Companies Seal in Money

Woods Coffee. In New York, Red L Foods Corp. launched a campaign in pidgin English—"Tomollow is Fliday."

■ In the drug field, weight reducers ran into an FTC-FDA crackdown, and Regimen's records and commercials were seized. Proprietaries continued to diagram the tortured human plumbing in commercials, and the TV Code Board issued a list of do's and don'ts on personal product commercials. The ethical drug field continued to be a volatile area, with many account changes and agency formations. Two media appeared, a piped-in music service for drug stores (Pharmony) and a closed circuit fm operation by NBC (Medical Radio System) to which pharmaceutical admen had some objections. Readex found that doctors like to look at anatomical illustrations in ads.

Carter's Little Liver Pills, after 16 years of litigation, lost its case, had to drop "liver" and quit claiming the pills stimulated the flow of bile. Pierre A. de Tarnowsky, exec vp of Warner-Lambert, told the National Industrial Conference Board that if you want to launch a new product, you have to spend dollar for dollar with your competitors. At year-end, the managements of drug companies were uncomfortably explaining drug markups and promotion costs to a congressional investigating committee.

AA reported a new product, a pill dentifrice called Foam-ettes, the product of Consolidated Laboratories, San Jose, and promptly got a letter from H. George Black in St. Louis, pointing out that Lowe Drug Co., Blue Springs, Mo., had one called Tooth-Tabs on the market since 1953. There was a pronounced swing of advertisers toward "specials" in television, and at the end of the year, as control of tv programming became a burning question, most advertisers

Admen Blast, Praise AA Editorial on TV

Plea to Admen to Adopt Magazine Concept of TV Rules Fur Both Ways

seemed reluctant to relinquish any influence on programming.

■ Schenley and Federal Liquors made mild efforts to breach the broadcast ban against liquor, Schenley with a friendly-Schenley jingle for Pennsylvania radio stations, but the NAB took a firm stand against acceptance. Milady Food Products, New York, aimed a campaign to sell its blintzes at non-Jewish families. The U.S. Brewers Foundation withdrew its "Good for You" campaign under pressure from the Alcohol Tax Unit, watchdog of licensed beverage advertising. Women were in liquor ads, but not drinking.

The Arthritis & Rheumatism Foundation pledged a campaign against the deceitful advertising of nostrums. Coca-Cola tested its famous product in cans. Pepsi-Cola reported it had doubled its share of market (to 20%) since 1950. A new classification of advertising—real estate, particularly Florida real estate—broke into publications. Sylvania abandoned cooperative advertising on radio and tv sets.

■ Advertisers could ponder the meaning of the Consolidated Consumer Analysis of 21 markets, which showed that only six brands were tops in all 21. W. H. Burkhart, Lever Bros. chairman, told the ANA management "interference" in advertising would increase, as the stakes piled up. AA found that while about a third of the top advertisers had only one agency, many had multiple agency setups, with the prize for the largest number of agencies going to Borg-Warner (19).

The automobile business was booming. The impact of the compact cars was being felt, and a rapid shuffle of imported car brands preceded the compacts' entry—Volkswagen, part of the Renault account, Triumph and Volvo all changed hands. Rambler predicted a 500,000-car year in 1960. Rambler was involved in an interesting law suit, in which a Baton Rouge attorney sued for the price of a Rambler because his didn't deliver advertised gasoline mileage. He won, but the case is being appealed. Advertisers using claims of low or no cholesterol were under FDA pressure.

Agencies

Last year marked the intensification of three worrisome trends to agencies—accelerated shifting

168 Major Accounts Switched in 1st Half

Biggest Billing Units to Shift: Chase & Sanborn, Airline, Whitehall Brands

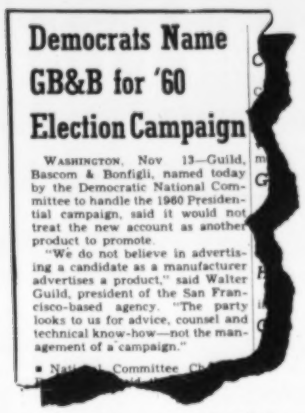
of accounts, lowered profits, and mergers. Account traffic continued to be high: AA clocked 168 major account switches in the first half of the year. Among the largest account changes: RCA ($12,000,000) returning to J. Walter Thompson Co. from K&E; American Airlines ($6,000,000) to Young & Rubicam from Lennen & Newell; Chase & Sanborn coffee ($6,000,000) from Compton to JWT; and Dristan (up from test to $6,000,000) from Bryan Houston Inc. to Tatham-Laird, along with its Houston account group.

■ Agency profits continued to slide, partially because of increased services. In an article in the *Harvard Business Review*, Four A's president Frederic R. Gamble placed profits at 3.23% in 1958. Part of the problem is compensation on new products—an AA roundup of agency and advertiser views on how agencies should be paid for new products found no agreement.

Mergers continued to occupy the news—Fletcher Richards, Calkins & Holden merged with Bryan Houston; Dowd, Cohen & Aleshire was formed in New York; Erwin Wasey, Ruthrauff & Ryan merged with W. S. Walker in Pittsburgh; Fuller & Smith & Ross merged with Stromberger, LaVene, McKenzie in Los Angeles. But there were some defects in the merger process apparent during the year: A. W. Lewin left Mogul, Williams & Saylor and his suit for compensation was settled out of court; Calkins & Holden and Seklemian & North reached an agreement of their differences which had led to litigation.

■ NBC found that eight agencies placed more than 50% of network television, with Ted Bates & Co. leading the list. The Democratic Party had a little easier time finding an agency for the 1960 campaign, and picked Guild, Bascom & Bonfigli, San Francisco. Bates bought John Hobson & Part-

Despite Washington Probes, Complaints, Tax Crackdowns



Democrats Name GB&B for '60 Election Campaign

WASHINGTON, Nov 13—Guild, Bascom & Bonfigli, named today by the Democratic National Committee to handle the 1960 Presidential campaign, said it would not treat the new account as another product to promote.

"We do not believe in advertising a candidate as a manufacturer advertises a product," said Walter Guild, president of the San Francisco-based agency. "The party looks to us for advice, counsel and technical know-how—not the management of a campaign."

■ National Committee Ch[illegible]

ners in London, and McCann-Erickson moved into Australia. Clifford Field, of Ogilvy, Benson & Mather, became the first winner of the Four A's Arthur Kudner award for institutional advertising, for a British Travel ad about the cathedrals of England.

In Britain, a study by the British Institute of Economic Affairs advocated the abolition of the commission system in advertising, and the creation of an Advertising Council. Marion Harper Jr., president of McCann-Erickson, noted in a St. Louis speech that advertising can build capital worth. Benton & Bowles tried a recruiting campaign in college newspapers of Dartmouth, Cornell, Colgate, Pennsylvania, Yale, Wesleyan, Williams, Trinity, Brown, Harvard, Princeton and Northwestern, but drew light response.

One of the most unusual agencies formed during the year was Papert & Free, in New York, which had as its core two husband-and-wife teams. The agency with the most unusual name was Nic Filas Associates, Philadelphia, headed by Miss Nic Filas G. There was concern about where agency (and all advertising) men of the future would come from—the needs of the business are estimated at 15,000 new people (a third for agencies) a year.

4-Color Enters N. Y. Newspaper Scene—in 6 Fairchild Papers

NEW YORK, Oct. 1—Fairchild Publications today announced that it will accept four-color advertising, effective in mid-October, in six of its publications—*Daily News Record, Electronic News, Footwear News, Home Furnishings Daily, Supermarket News,* and *Women's Wear Daily.*

This will mark the first use of four-color printing by any consumer or business newspaper pub[illegible] in New York City, the com-

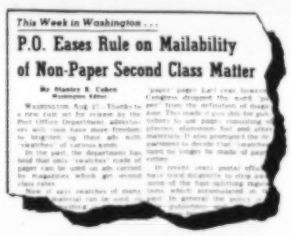
Media

It was a year of unprecedented inter-media sniping. The outbreak of the tv quiz scandals, the revelations of trickery in commercials, and the discovery (officially) of payola in the record trade led to screams from broadcasters that they were being pilloried for commercial reasons: that magazines and newspapers hoped to divert advertising dollars from tv with this publicity.

For newspapers it was a year of progress, as linage boomed, and internal changes in the industry. The rival Portland papers published a joint edition after they were struck; in San Francisco, Scripps-Howard and Hearst merged their afternoon newspapers (while the Newspaper Guild called for an investigation); the *Toledo Blade* and *Times* combined Saturday editions; the Columbus, O., newspapers went into a joint printing and advertising sales operation; Robert White, of Mexico, Mo., stepped into the editor's job at the *New York Herald Tribune*; Gardner M. Cowles got set to launch a daily in San Juan, P.R.; New York finally had four-color r.o.p. color—at Fairchild Publications.

■ Within the industry selling patterns were changing. The "third force" that loomed in January became a part of the Bureau of Advertising; Newspaper Color Advertising was stalled, sputtered to life, and stalled again; the announcement of Million Market Newspapers, five major dailies pooling their sales and promotion efforts, with experienced admen like William B. Carr (ex-Ayer and *McCall's*) and F. Bourne Ruthrauff (ex-R&R), might change newspaper selling patterns considerably.

The Post Office permitted newspapers and magazines to carry swatches of material if it were



This Week in Washington . . .

P.O. Eases Rule on Mailability of Non-Paper Second Class Matter

By Stanley B. Cohen
Washington Editor

Washington Aug 27—Thanks to [illegible] paper, paper, Last year, however, Congress dropped the word [illegible] a new rule set for release by the Post Office Department, allowing publishers to [illegible] mail their ads with [illegible] inserts of various kinds.

In the past, the Department has held that only "swatches" made of paper can be used with current [illegible] magazines which get second class rates.

[illegible] swatches of many [illegible] material can be used [illegible] In general the [illegible]

imprinted. In the fall of 1959, 800 dailies could handle r.o.p. color. Sawyer-Ferguson-Walker and Geo. A. McDevitt merged under the SFW name. Roy Thomson bought the Kemsley newspaper chain in England for some $14,000,000. The *Wichita Eagle* agreed to end its combined rates. The Bureau of Advertising launched a huge grocery program, and 1959 marked the first year of "total selling" in the newspaper business.

■ In magazines, the story of the year was the regional edition. *Look's* Magazone plan, Curtis' Select-A-Market plan, and *Successful Farming's* 20 regional and state editions pointed the way; *Farm Journal* and *TV Guide*, among others, were already deep in the sectional edition business. West Coast editions were common—in the fall AA figured there were 56 publications (general, farm and business) which would give an advertiser either a West Coast edition or a split run for that area.

Life cut its newsstand price to 19¢ and boosted its rate base, announcing a 7,000,000 target in the '60s. The Magazine Advertising Bureau produced a tough-talking presentation on tv, showing the income of families reached by tv and magazines, and explaining the profitable difference in magazines' favor. The year 1959 was the Year of the Insert, too. Advertiser after advertiser used inserts, pop-ups, odd shapes, materials and samples. It was exhilarating and confusing. *Reader's Digest's* Ford fact-book ad, which cost some $768,000, may have been the largest ad for a single product in history.

■ All the readers didn't cotton to the new gimmicks, among them Leo Burnett, who criticized them in the course of an impromptu speech in which he also asserted that magazines were guilty of destructive selling, and that editorial operations had been taken over by the business office and the promotion people. Since he spoke as a guest at a Treasury lunch, publishers were angry and appalled, and he subsequently apologized—for bad timing, and for the tenor of his remarks which he said were misinterpreted.

The *Woman's Day* suit in Chicago was broadened to a "class suit" by the judge. Magazines still had post office trouble, with the prospect of rate increases to come. *Western Family* folded. Supplements, after a succession of big years, were generally off in 1959, although *This Week* moved up to a 13,000,000 circulation. In a round of rate increases, the top price print medium was still *Sunday*

Burnett 'Friendly Spanking Angers Magazine Men

NEW YORK, Dec. 3—A group [illegible] magazine publishers, who ha[illegible] gathered here Tuesday to accep[illegible] thanks for their cooperation in th[illegible] U.S. savings bond drive, were [illegible] rocked back in their chairs b[illegible] charges that magazines:

• Are beset by "bitter and de[illegible] structive selling."

• Place growing emphasis on re[illegible] gional editions, "bizarre ad sizes[illegible] inserts, gatefolds and other de[illegible] vices which tend to "overshado[illegible] the editorial integrity of a mag[illegible]

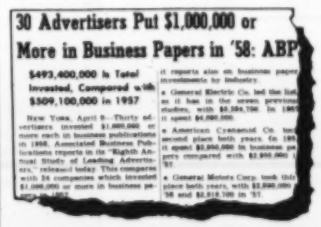
(Metropolitan Sunday Newspapers) with a rate of $46,220 a page.

■ It was a year of buyings and launchings; Ahrens Publishing Co., New York, announced merger of two of its publications (*World Review of Hotels & Travel* and *Hotel Management*) effective Jan. 9, 1960, and the resignation of a third publication, *Restaurant Management*, from Audit Bureau of Circulations. Shelter Publications, Chicago, purchased *American Roofer & Siding Contractor*, which will be merged with *National Roofer & Building Improvement Contractor* in January. Buttenheim Publishing Corp., New York, announced its new educational monthly, *Overview*, which will bow in January.

Tide, 38-year-old advertising paper, was absorbed by *Printers' Ink . . . Interior Design* was bought by Plymouth Rock Publications. Patterson Publishing Co., Chicago, announced that, beginning with January, *American Motel* will offer four regional circulation units.

Refrigeration & Air Conditioning Business, Cleveland, inaugurated a split run plan with its November issue. American Aviation Publications, Washington, bought *Garden Supply Merchandiser*, the start of a diversification program. . . .

■ Associated Business Publications in its annual report on the top business paper advertisers reported the first five leaders were General Electric Co. ($3,284,700), American Cyanamid Co. ($2,950,000), General Motors Corp. ($2,890,000), E. I. du Pont de Nemours & Co. ($2,846,000), and U. S. Steel Corp. ($2,685,900). *Broadcasting Engineering* was bought by Technical Publications Inc., Kansas City. A new subsidiary of *Implement & Tractor*, New York, was sold to a new publishing corporation, Peat Publishing Corp., New York.



30 Advertisers Put $1,000,000 or More in Business Papers in '58: ABP

$493,400,000 is Total Invested, Compared with $509,100,000 in 1957

New York, April 9—Thirty advertisers invested $1,000,000 or more each in business publications in 1958, Associated Business Publications reports in the "Eighth Annual Study of Leading Advertisers," released today. This compares with 34 companies which invested $1,000,000 or more in business pa[illegible]

[illegible] reports also on business papers investments by industry.

• General Electric Co. led the list as it has in the seven previous studies, with $3,284,700. In 1957 it spent $4,000,000.

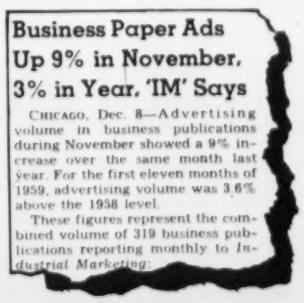
• American Cyanamid Co. took second place both years. In 195[illegible] it spent $2,950,000 in business papers compared with $2,800,000 '57.

• General Motors Corp. took third place both years, with $2,890,000 '58 and $2,818,700 in '57.

Blackburn Publications Inc., New York, headed by James E. Blackburn, former vp and director of McGraw-Hill Publishing Co., bought *The Server*, national beverage business paper, from George W. Blakeley, founder of the 25-year-old publication. . . .

Petroleum Publishers, Denver, bought *Monitor*, oil and gas abstract magazine, from Dresser Industries, Dallas.

■ Wallace Publishing Co., Montreal, bought *Manufacturing & Industrial Engineering* from Hugh C. Maclean Publications, Toronto. . . . Conover-Mast Publications, New York, bought *Electrical Manufacturing*, 31-year-old monthly, from Gage Publishing Co., and *Boating Industry*, St. Joseph, Mich., and moved the latter to New York. . . . Clissold Publishing Co., Chicago, bought *Hotel Monthly* from John Willy Inc., Evanston. . . . Business paper advertising volume, off 11.5% in 1958, was reported up 3.6% in the first 11 months of 1959 by *Industrial Marketing*.



Business Paper Ads Up 9% in November, 3% in Year, 'IM' Says

CHICAGO, Dec. 8—Advertising volume in business publications during November showed a 9% increase over the same month last year. For the first eleven months of 1959, advertising volume was 3.6% above the 1958 level.

These figures represent the combined volume of 319 business publications reporting monthly to *Industrial Marketing*.

In the business paper field, the year was marked by the merger of Cahners and Industrial Publications, by the launching of new

(*Continued on Page* 51)

Ten Men Who Made Advertising News in 1959

(See Pictures on Page 1)

• **SAMUEL I. NEWHOUSE**—The rags-to-riches publisher, who bought his first newspaper at 27 and at 63 owns a nationwide newspaper chain, found it natural to buy up seven tv and radio stations along the way. But 1959 marked a giant stride—into magazines—as Mr. Newhouse gobbled up Conde Nast and Street & Smith for a reputed $5,000,000 and $11,000,000, respectively. Magazines had a sharp, new competitor.

• **REP. OREN HARRIS (D., ARK.)**—It was the House committee on legislative oversight, of which Rep. Harris is chairman, that blew the lid off the long-simmering tv quiz show rigging scandals and exposed some culprits. The work of his committee led to investigations by other government agencies such as FCC and FTC into rigged shows, corrupt disc jockeys and offensive commercials.

• **EARL KINTNER**—The FTC, led by Chairman Kintner, cracked down hard on tv commercials that "dance on the edges of the law." With 50 specific commercials undergoing investigation at one point, FTC filed complaints against Colgate-Palmolive for its "protective shield" tv ads for Colgate with Gardol and against Ted Bates for tv ads for Brown & Williamson's Life cigarets, allegedly implying government endorsement. Big question for Kintner-watchers: Who's next?

• **DONALD McGANNON**—Shoring up cracks in broadcasting ethics, the National Assn. of Broadcasters made vigorous use of its tv code review board, headed by Mr. McGannon, president of Westinghouse Broadcasting Corp. He beat the broadcast bushes to get stations to stand firm against commercials for "unacceptable" products such as Preparation H hemorrhoid treatment (several stations were stripped of code seals after violations).

• **CHARLES G. MORTIMER**—Before stepping up from president to board chairman of General Foods, Mr. Mortimer gave stockholders one of the clearest explanations of advertising in years. Devoting a third of his annual report to why GF spends $96,000,000 for advertising, Mr. Mortimer stressed: "The surest way to overspend on advertising is not to spend enough to do a job properly."

• **GEORGE ROMNEY**—Remarkably, the man most responsible for Detroit Big Three's introduction of the compact car wasn't in the Big Three, at all. It seemed to be Mr. Romney, whose pioneer compact Rambler by June was No. 3 in sales behind non-compact Chevvy and Ford.

• **ROSSER REEVES**—After Ted Bates was criticized for its Preparation H ads and FTC filed complaints against Bates for Life cigaret ad techniques, AA fired 11 questions at Bates Chairman Reeves. His replies pinpointed his lack of confidence in self-regulation, and the difficulties of legislating ad morality. Reeves remedy for ad ills: A budget hike for FTC.

• **VERN MYERS**—Although by its very nature *TV Guide* has had regional editions since its start, the first big consumer magazine to go split run was *Look*, in 1959. Publisher Myers' *Look* broke first from the starting gate, followed closely by *Life* and *The Saturday Evening Post*. *Look* called its setup the "magazone" plan, offered seven regional editions.

• **WILLIAM B. CARR**—After quitting *McCall's* as vp and ad boss in '58 and joining N. W. Ayer, where he was instrumental in landing the $1,000,000 Crane Co. account, Bill Carr surprised again by winning appointment to head Million Market Newspapers, new joint selling unit for five major dailies. Mr. Carr's view: MMN with a $1,000,000 budget and no combination rates or group discounts, "can't miss."

• **ROBERT M. FEEMSTER**—The chairman of the executive committee of Dow Jones & Co. last summer completed two years as board chairman of Advertising Federation of America by engineering the opening of a Washington office for AFA. Establishment of this office, scheduled to become AFA headquarters shortly, highlights AFA's efforts to become the legislative and educational watchdog and spokesman for the advertising business.

Farm Ad Pages, Lines Recorded Ups, Downs in '59

Dairy & Livestock Group Scored Top Page (12.8%) and Line (14.1%) Gains

CHICAGO, Dec. 22—The year 1959 was a good year for some of the farm publications reported on by ADVERTISING AGE and a not so hot year for others.

Year-end compilation for those publications which have reported their advertising pages and lines to AA shows that of the six farm publication categories, three had gains and three had losses.

Figures for all these publications are published starting on Page 30. The reader will note that not all these publications are included in the totals since some have not reported their December and Jan.-Dec. pages and lines to AA as yet. But figures for virtually all the major publications are published.

■ Of the three categories showing gains, dairy and livestock publications had the greatest gains over 1958. Pages rose 12.8% in 1959 over 1958, from 5,939.4 to 6,702.6. Lines rose 14.1%, from 2,865,806 to 3,271,725 in 1959.

General farm publications showed up second in advertising gains, with pages for this category rising from 14,352.8 in 1958 to 15,-159.9 in 1959, a 5.6% increase. Lines rose from 9,597,476 in 1958 to 10,-346,928 in 1959, a 7.9% gain.

Newspaper distributed farm sections had a modest gain of 1% in both pages and lines in 1959. Pages rose from 368.2 to 371.7 in 1959, and lines rose from 368,338 to 371,-719 in 1959.

■ Of the three categories whose pages and lines fell below 1958 totals, the farm organizations and education category was hardest hit. Pages dropped from 1,640.9 to 1,-572.8, a 4.1% loss. Lines dropped from 812,647 to 771,237, a 5.2% decline.

The fruit and vegetable publications were next in line with a 3.6% drop in pages (from 1,566.2 in 1958 to 1,508.8 in 1959). Lines dropped 3.2%, from 818,282 in 1958 to 791,-924 in 1959.

Poultry publications suffered least, with a 2% loss in both pages and lines. Pages dropped from 2,-015.9 in 1958 to 1,976.1 in 1959. Lines fell from 864,862.1 in 1958 to 847,783 in 1959. ≈

RCA Promotes Anderson

Ewen C. Anderson, formerly exec vp, public relations, Radio Corp. of America, New York, has been appointed to the new post of exec vp, staff, RCA. In his new post, Mr. Anderson will handle special assignments and will report to the president, John L. Burns.

Who finally made instant potatoes Sunday best? Pillsbury did....

...with the flakes that bring you the fluff and flavor of home-mashed

Pillsbury POTATOES

Pillsbury Instant Potatoes

SUNDAY BEST—*Pillsbury introduces its instant mashed potatoes in January via newspapers and spot tv. The January campaign will be followed by support on Pillsbury's four sponsored shows on CBS-TV. The potatoes were tested in Sacramento, Syracuse and Wichita last spring. Campbell-Mithun, Minneapolis, is the agency.*

Salada Promotes Larsen

Salada-Junket division of Salada-Shirriff-Horsey, Woburn, Mass., has appointed Robert L. Larsen marketing manager for Salada tea. Mr. Larsen joined Salada in 1934 as a salesman and most recently was sales manager.

Klitten Moves Offices

Martin R. Klitten Co., Los Angeles agency, has moved into its own building at 11941 Wilshire Blvd.

ITC Moves DuBois to Chicago

William DuBois, previously director of operations and sales planning in the New York headquarters of Independent Television Corp., tv film producer and distributor, has been named to the new post of vp in charge of ITC's Chicago office. Mr. DuBois' former duties will be assumed by others in a reorganization of jobs.

Davis, Newman Reversed

In a photo caption appearing in the "Getting Personal" column on Page 16 of this issue, two retiring Curtis Publishing executives are incorrectly identified. The caption says that Gene Davis is on the left and Bunny Newman on the right; actually, Bunny Newman is at left and Gene Davis at the right.

FIGURES TO FILE

1959 Cigaret Sales ..... Page 49
Farm Magazine Linage ..... Page 30
Chain Store Sales ..... Page 34
1959 Appliance Sales ..... Page 53

REGULAR FEATURES

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Agencies Ask Us 40
Chain Store Sales 34
Coming Conventions 54
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on the "button"

More than 85% of Baltimore families (1.5 million people) live within a 15-mile radius from the heart of downtown—roughly the ABC city zone—making Baltimore a *uniquely compact* market.

An estimated 92% of the total Baltimore market retail sales are made in this same compact area, making it a *highly productive* market (America's 12th largest, in fact).

Baltimore's centralized growth in the past 20 years has added half a million people (about equal in size to such complete cities as Miami or Rochester)—making it an *ever-growing* as well as a compact, rich market.

Contact with this compact market now, as always, can best be established by your use of the Sunpapers. More than 88% of our daily circulation (77% of it home delivered) and more than 82% of our Sunday circulation (80% home delivered) is in Baltimore's compact city zone. With the Sunpapers, you reach the overwhelming majority of Baltimoreans where they live, where they work, and where they buy.

The Baltimore Sunpapers

ABC 9/30/59: Combined Morning and Evening 414,465 — Sunday 316,007

National Representatives: Cresmer & Woodward, Inc.—New York, San Francisco, Los Angeles
Scolaro, Meeker & Scott—Chicago, Detroit

15th Market in Total Retail Sales

Stimulate Drug Sales in Thriving Greensboro

Over one fifth of the nation's top metropolitan markets are in the NEW South. When advertising to this important 11-state market be sure Greensboro is on your schedule. In Retail Drug Sales, for example, Greensboro outsells such primary markets as Little Rock and Chattanooga, close behind Baton Rouge and Knoxville. A vital sales factor is the Greensboro News & Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation daily; over 400,000 readers daily.

Write on company letterhead for "*1959 Major U. S. Markets Analysis*" Brochure of all 292 Metropolitan Markets.

Greensboro—1st Market in the Carolinas—79th in the Nation

Greensboro News and Record
GREENSBORO, NORTH CAROLINA

Represented Nationally by Jann & Kelley, Inc.

"The Prudent Man" wants to know...

You can't help but be impressed by the Prudent Man's ability to "cut through." As Chairman of the Board or President of a large business enterprise, he is faced every day with pages of facts and masses of figures. Yet he quickly cuts through to the very heart of the matter Then he asks the questions that clear the air for action.

Perhaps the questions are about a new plant. The Prudent Man wants to know: Why is it necessary? How much will it cost? Should so much money be concentrated in one investment? Will this plant fit into our plans for growth and diversification? How will it affect current profits?

Advertising plans, of course, come in for the same kind of pointed questioning. This is only natural because advertising is one of his company's largest and most crucial investments.

To The Prudent Man the selection of advertising media has always been of paramount concern.

For example, he is familiar with the vast opportunities in television. But he is just as familiar with its pitfalls. He remembers, for instance, recent testimony given before the Federal Communications Commission. A prominent television executive admitted that during the past 3 years the casualty rate among TV shows has been about 70 per cent.

So today, the first thing the Prudent Man wants to know about his advertising program is this: Are we really justified in putting so many of our advertising dollars into a medium as risky as television? Shouldn't more of our dollars go into print?

Behind this searching question lies his responsibility to the basic principle that governs all sound financial investment—the "Rule of Diversification." That is why he will not feel secure about his advertising investment unless the more speculative risks in television are balanced by the stability of print.

The Prudent Man will know...

. . . that print is the most stable of all advertising investments.

. . . that leading magazines and newspapers are the "blue chips" of print.

. . . that with THIS WEEK Magazine as a basic investment, his company's advertising portfolio is soundly structured with the biggest "blue chip" of all.

A Legal Guide For The Prudent Man

"A fiduciary holding funds for investment may invest the same provided that investment is made only in such securities as would be acquired by prudent men of discretion and intelligence in such matters who are seeking a reasonable income and the preservation of their capital."

Section 21 – New York State Personal Property Law

This is an excellent guide for the Prudent Man in reviewing his firm's portfolio of advertising investments.

This Week MAGAZINE

– the Biggest 'Blue Chip' of all – circulation more than 13,000,000

The Keystone of Prudent Advertising Investment

Magazine-Plan TV Is Less Effective for Advertiser, Foreman Tells AMA

BBDO Exec Sees Closer Show Ties Giving More Sponsor Identification

NEW YORK, Dec. 22—At a time when the magazine concept has been widely suggested as a means of improving the television medium, an executive of one of the largest advertising agencies has taken a strong stand against this type of tv selling.

Robert L. Foreman, exec vp in charge of creative services, Batten, Barton, Durstine & Osborn, said that research undertaken by his agency has shown that a commercial inserted into an advertiser's own show does a much better selling job than a participating announcement in a show shared with several companies.

Speaking before the New York chapter of the American Marketing Assn., Mr. Foreman said a cake mix maker, for example, garnered a 7.9 sponsor identification score on its own show, while it got only a 4.2 from the same commercial used as a participation.

Mr. Foreman said that the western and mystery shows on tv today have brought sponsor identification to a very low ebb. With the 28 westerns and 19 whodunits on the tv screens this season, it's difficult to tell one from the other, he added.

BBDO's research indicates that 68.8% of the people who watch shoot-'em-ups don't know who sponsors them. A commercial for a dairy product appearing in a variety show got a sponsor identification of 17, while the same ad in one mystery show drew a zero sponsor identification and in another mystery ended up with minus two, the agency man said.

■ Mr. Foreman predicted that more sponsors of programs will stop dropping in their commercials as if they were participations and begin trying to fit them into the show's format. He emphasized the added plus to be had from an advertiser's close association with the kind of television show which helps to enhance the corporate image and to improve the public confidence in his product.

The BBDO executive, who said he would like to forget his experiences with a show called "$64,000 Question," also predicted a trend toward a de-emphasis of ratings. "We've counted noses long enough," he said. An advertiser doesn't berate a publication for not tripling its sales, so why should he expect this of tv, Mr. Foreman asked.

Mr. Foreman warned of the threat of new regulations, but he was hopeful about the outlook for the future, now that the investigatory spotlight has been turned on tv.

■ "To continue trying to reach the lowest common denominator will cause tv to be placed under the thumb of every restrictive group," he warned. "It is later than we think, but we are thinking, and it's not too late yet. . . . Advertisers will no longer be putting their money into mayhem, juvenile delinquency, hijacking and dope pushing shows."

Then what kind of tv shows will advertisers be buying? Mr. Foreman forecast a trend to half-hour situation series. If "I Remember Mama" were on tv today, it would probably be considered one of the best shows on television by the medium's critics, it was suggested.

■ An earlier speaker, Carl Spielvogel, advertising and marketing columnist for the *New York Times*, took a much milder view of the harm wrought by the tv scandals. "I don't think any great harm's been done" in regard to the consumer's view of tv, he said. "People still watch television, and they still buy Revlon."

Mr. Spielvogel pointed to companies becoming more vitally interested in advertising as a healthy sign. "A lot of sophisticated advertising men are becoming top management executives, and this will be all to the good," he concluded. #

PLANNERS—*Readying plans for a January fund drive for the Diabetes Assn. of Southern California are Edward Royal (seated), director of advertising and public relations, Security First National Bank, campaign chairman; Reg Twiggs (right), Cunningham & Walsh, task force agency, and Jack Kennett, Kennett PR Associates, volunteer pr agency.*

Pro-Teen Names Hartman

Pro-Teen Gelatine Corp., Yonkers, N.Y., has appointed L. H. Hartman Co., New York, to handle advertising, promotion and merchandising for Pro-Teen unflavored gelatin. The product is available in a 32-envelope economy diet size and a four-envelope package. It is priced to compete with the two other branded unflavored gelatins on the market put out under the Knox brand name and the Ann Page private label. Seymour Blum Inc. previously handled the account.

Collins Joins 'American Home'

John L. Collins, formerly manager of the New York advertising office of *Holiday*, has been named sales manager of *American Home*, New York, a new post. Bank C. Nieman, who was Chicago sales manager of the magazine, has been appointed western manager. Richard M. Carver of the Chicago sales staff will succeed Mr. Nieman.

Ford Shifts McLaughlin, Cooper

M. S. McLaughlin, formerly western regional manager of Ford division of Ford Motor Co., has been named general sales manager of the company. Mr. McLaughlin succeeds Walter J. Cooper, sales manager since September, 1957, who is taking over the western regional sales manager post at San Jose, Cal.

twice

Twice-a-month issues are twice as readable for the busy restaurateur

The restaurateurs we talk to all tell us they don't have enough reading time.

They don't even attempt to read most of the publications they get. Sometimes (and this hurts) they don't get around to reading *our* magazine. No reflection on us, they say. They gladly pay the subscription. They like the book and have been using the material in it for years . . . but they are chronically running short on time.

The trouble is that our book looks thick to them. We have added more and more features till we are at the point of diminishing returns.

That is why we are going semi-monthly in 1960. This way we can still give them all the features they want . . . but in smaller doses, so we are sure they can read it. They are vitally interested in the day-to-day happenings in the industry so we are stepping up our news coverage and reporting to them twice as often.

Under this new set-up we offer (1) An excellent audience (our 36,000 readers buy for 59,000 restaurants), (2) A magazine that is twice as readable for busy restaurateurs, (3) Greater visibility for your advertising.

Also beginning in 1960 we offer regional advertising rates to give you greater flexibility in your regional marketing programs.

AMERICAN RESTAURANT

the News Magazine for Restaurant Executives

Patterson Publishing Co. • 5 S. Wabash Ave. • Chicago 3, Ill.

1959 WAS LEAP YEAR!

Maybe it didn't show on your calendar, girls, but we sure had a leap year at The Saturday Evening Post:

Advertising revenue leaped over $97,600,000 . . . $10 million more than last year!

We had the biggest fourth quarter in history . . . up 39 pages and $5 million over last year!

330 new advertisers hopped aboard the Post in '59 to sell the Post-Influentials. These are the readers who turn and return to your ad page more than 29 million times each issue!

Circulation jumped from 6,000,000 with the Feb. 14 issue to over 6,390,000 with the Nov. 21 issue!*
In the first half, the Post outsold the other big weekly on newsstands by 2 to 1 and gained 8 times more circulation!

In paid-for, hard-money circulation (no arrears), the Post is the number-one general weekly (ABC Publishers' Statement, June 30, 1959)!

Have a nifty sixty! (Bachelors, watch out for Feb. 29!)

*Publisher's Estimate.

A CURTIS MAGAZINE

The Saturday Evening **POST**

Sell the Post-Influentials . . . with HI-FREQUENCY Ad Page Exposure!

Kintner Hits Reeves' 'Abdication' of Industry Responsibility for Ads

FTC Head Says Middle Ground Between Anarchy, Police State Is Needed

WASHINGTON, Dec. 23—If Ted Bates' chairman, Rosser Reeves, means that advertising people have no responsibility for self policing, then his interview in ADVERTISING AGE appears to be "an abdication of business responsibility, and I personally deplore it," Federal Trade Commission Chairman Earl Kintner said today.

In a dramatic climax to a two-day meeting which FTC has held with representatives of nearly 50 "consumer" groups, Mr. Kintner interpreted the Reeves interview (AA, Dec. 14) as taking the position that self rule won't work in advertising, and that the responsibility for establishing discipline must rest with the FTC.

■ "I agree that we must build up the FTC, because self discipline will not work without the big stick. But I do not agree with any implication that the business community and the public must abandon any thought of self regulation, self policing, self discipline," Mr. Kintner said.

"We must have vigorous government programs to encourage compliance with the law and to back up self regulation by formal enforcement procedures; but the responsibility lies heavily on the business community, just as it does on the individual citizen, for obedience to the law.

"We have a legal responsibility here, but the business community has a moral responsibility to abide by the law—just as you and I as citizens have a moral responsibility to abide by the law."

Pressing the point, he commented, "Surely the $12 billion advertising industry cannot tell the government, 'We give up. You must regulate every facet of our business.' I cannot believe it."

■ Chairman Kintner said complete reliance on self regulation would be anarchy, but complete government control would be just as bad. The answer, he contended, is a middle ground "where there is a necessary, reasonable amount of restraint of law coupled with a necessary, reasonable amount of self restraint, self policing and self discipline."

■ This is the first time in 45 years that FTC has officially called in representatives of consumer

(Continued on Page 50)

NBC Names Eiges Promotion VP as Bilby Gets RCA Spot

NEW YORK, Dec. 23—Sydney H. Eiges, veteran press and publicity vp at the National Broadcasting Co., has been promoted to the new post of vp in charge of public information. In this assignment he will have supervision over the network's advertising, promotional services and press and publicity departments.

Mr. Eiges was advanced to fill the vacancy created by the shift of Kenneth W. Bilby to Radio Corp. of America, the network's parent company. Mr. Bilby, who has been exec vp in charge of pr at NBC, will become public affairs vp for RCA effective Jan. 8. RCA's former pr chief, Ewen C. Anderson, has been promoted to staff exec vp.

■ At NBC, Ellis Moore, director of the New York press department, will move up to succeed Mr. Eiges as head of all the network's press and publicity activities. Mr. Moore, as well as John H. Porter, director of national advertising, and Alexander S. Rylander, director of promotional services, will report to Mr. Eiges.

A former Bilby aide at NBC, Lester Bernstein has been promoted from director of information to director of corporate affairs. #

Jersey Standard Confirms It Will Continue Ogilvy Push

NEW YORK, Dec. 23—Standard Oil Co. (New Jersey), confirming a report in ADVERTISING AGE two weeks ago (AA, Dec. 7), has reassigned Ogilvy, Benson & Mather to handle a special institutional campaign in magazines through 1960.

Jersey Standard originally appointed Ogilvy to handle what was described as an "extra" campaign, in August, 1958. At the time, the company was noncommital as to whether the account—worth about $1,000,000 in billings—was a permanent or a spot assignment. McCann-Erickson is Jersey Standard's agency of record and handles all its "regular" advertising, including an institutional campaign in newspapers.

The petroleum marketer said that it will continue to use the same magazine schedule in 1960 (*Atlantic, Harper's Magazine, The New Yorker* and *Time*), adding *Newsweek* and the *Saturday Review* while dropping *Time's* Atlantic edition. #

Stop Stalling; Clean House, Fairfax Cone Urges Ad Business

(Continued from Page 1)

. . . and value of advertising!

"And the Advertising Federation of America, which is a kind of national league of local advertising clubs, holds to the rather quaint notion that most of the trouble with advertising stems from a lack of widespread understanding and appreciation of its virtues and wants it to be loved by everyone. Soon the AFA will move its headquarters from New York to Washington to be near the suspicious Congress."

■ Actually, Mr. Cone points out, bad advertising could be killed very simply. The advertising media "could clean up advertising with their next closing dates by the simple expedient of demanding proof of claims (how can four different cigarets all be lowest in nicotine, lowest in tars; how can three different headache remedies all work fastest?). Many leading newspapers and magazines already demand such proof, and all the other reputable publishers and all the broadcasters could too."

He adjured the AFA to approach some of the legislative problems of advertising "on a considerably more thoughtful plane" and the ANA to worry about how advertising should present itself to the public and what it should promise.

"The importance of advertising is perfectly clear. And the ANA and the Four A's and the AFA will do well to support the good people in it and loudly and fearlessly condemn the bad ones and stop worrying about advertising as an institution." #

PROTOTYPE—*This is a prototype of the "testimonial" ads McCann-Erickson plans to use for the magazine industry in 1960, listing, in lower-right half, some current magazine articles of interest.*

McCann Proposes Drive to Promote Magazine Medium

(Continued from Page 1)

Magazine Publishers Assn. who saw the presentation yesterday, the campaign, originated with McCann, which is *Look's* agency, and shapes up like this: The agency set up a task force, whose job was to produce a campaign fitting the concepts that (1) it must present positive attributes of magazines; (2) must have high impact; (3) must be compatible with editorial values; (4) should reflect the stature of the business; (5) must be authoritative and (6) must have circulation-building values.

■ The core of the campaign is the assertion, "Magazines are America's greatest force for moral and cultural growth."

The presentation was handled for McCann-Erickson by John Beresford, Len Erickson and Bill Brown. It employed "prototype ads," which were color spreads presenting testimonials from leading citizens of the stature of Wernher von Braun, Leonard Bernstein and Justice William O. Douglas. (Emphasis was placed on the fact that these names were merely suggested to show the type of testimonial which would be used, and that none of these people had been approached.)

Each spread carried the line: "Look what you're missing if you aren't reading today's stimulating magazines."

■ A number of publishers have agreed to carry the ads. It is planned that a minimum of nine ads will be produced for 1960. Details call for standard agency commission, including frequency discounts where applicable, to McCann-Erickson for space. Out of pocket art and production costs will be pro-rated among publishers using a given ad. A single invoice will be rendered, covering the magazine's share of costs and space commission only. Letters of agreement will go to publishers next week. A simple letter of agreement will precede insertions, giving the publication the option of saying whether it desires to use each ad before incurring any share of costs.

■ The publishers seemed to like the ads. A few thought them quite general, and failed to see linkage between them and magazine problems of advertiser cultivation and competition.

The campaign was screened by the Magazine Advertising Bureau's magazine ad committee, and Philip Ewald, director of promotion for *The New Yorker* and chairman of MAB's promotion committee, has been named coordinator. #

Corey Leaves Grey to Head Catalina's Ads, Sales Promotion

LOS ANGELES, Dec. 23—Catalina Inc. has appointed Frances Corey to the newly created post of vp in charge of advertising, sales promotion, pr and fashion coordination, reporting directly to John E. Watte Jr., president.

Mrs. Corey has been vp in charge of the Pacific Coast for Grey Advertising, Catalina's agency. Grey will continue to handle the account.

■ Before joining Grey Mrs. Corey was executive vp of another Grey client, R. H. Macy's, New York, where she was a senior vp in charge of sales promotion and advertising. Prior to that she had held the same position with the May Co., Los Angeles, from 1943 to 1954.

L. J. Globus, who has been Catalina's advertising and sales promotion director since 1951, has resigned effective Jan. 1 to form his own agency, L. J. Globas & Associates.

Grey has not announced Mrs. Corey's successor as West Coast vp.

Gilman, Nicoll's Future in Doubt in Wake of Departures

NEW YORK, Dec. 23—The future of Gilman, Nicoll & Ruthman and the status of some 20 newspapers still on the representative's client list was uncertain this week, following an announcement that 11 newspapers and two partners of the company will join Ward-Griffith Co. Jan. 1 (AA, Dec. 21).

A. W. Stuck, president of Gilman, Nicoll, would neither confirm nor deny today an announcement by Ward-Griffith that he is retiring and that, in effect, Gilman, Nicoll will go out of business.

Mr. Stuck did confirm, however, that 11 of his company's newspapers and two partners—Charles E. Tully and Richard Ruthman—will move to Ward-Griffith on the first of the year.

Although in the Ward-Griffith announcement the switch was described as an "expansion," Mr. Stuck today indicated that he regards it more as a merger. He indicated that the move was prompted by "shrinkage" of newspaper advertising in recent years and by "constantly mounting costs."

He would not elaborate on his statement.

■ Mr. Stuck also would not comment on the status of the some 20 newspapers not due to be taken over by Ward-Griffith. #

'Extension' Moves

Extension, national Catholic monthly, has moved into new quarters at 1307 S. Wabash Ave., Chicago.

Nielsen Dickers With Canadians

Two-Way Economic Feasibility Is Aim of Researcher's New Plan

TORONTO, Dec. 22—The question in Canadian advertising circles this week is: Do we get into broadcast audience research? And if we do, how do we pay for it?

The double-barreled question came to a head here Thursday and Friday when Arthur C. Nielsen, chairman of A. C. Nielsen Co., Chicago, made a cut-rate bid for the business to a group of Canadian agency and advertiser executives. Some admen here indicated they thought Nielsen would pull out of Canada in 90 days if his new offer proved unproductive.

■ Nielsen, which was originally invited to develop audience research for Canada in 1955 and which now offers a 15-market service operation, proposed the following changes in its terms:

- A substantial reduction in base price.
- Larger discounts for prompt purchase.
- Cooperation discounts.
- An arrangement under which clients may accept no service until Nielsen produces reports for all 15 broadcast index areas.
- Deferment of payments for the service until reports are produced for all 15 areas.

■ Mr. Nielsen said that the net effects of his new proposition are that (1) agencies could acquire audience research reports for prices 20% to 29% lower than those previously quoted, if no advertisers subscribe, or price cuts

(Continued on Page 50)

McCann Takes Over Coke Down Under

NEW YORK, Dec. 23—McCann-Erickson has added the Coke account in another country—Australia.

Coca-Cola Export Corp. announced here today that Hansen Rubensohn-McCann Erickson, Sydney, will take over the account from J. Walter Thompson Co. March 1, 1960.

The switch follows closely on the heels of McCann's invasion of Australia. The Hansen-Rubensohn agency was acquired by McCann in September (AA, Sept. 28).

McCann-Erickson offices now service Coke in the U. S., Canada, all of Latin America, France and Belgium.

Australia was the only place in the world where JWT handled Coke. Thompson services Seven-Up in the U. S. and works for Pepsi-Cola in Germany and Chile.

Grant Advertising, the Dr. Pepper agency in the U. S., handles Coke in three places—India, Hong Kong and South Africa. The Coke agency in Britain is Erwin Wasey, Ruthrauff & Ryan. #

Labor Daily Studied as Strike Continues

As the Nov. 10 strike of Portland's stereotypers continues, and the city's two newspapers continue to put out the *Oregonian-Oregon Journal* (AA, Nov. 16), unions affiliated with Multnomah County Central Labor Council have voted to study a proposal to study a labor-sponsored daily newspaper in Portland.

Rogers & Collins Moves

Rogers & Collins, Baltimore agency, has moved into new quarters at 2502 N. Calvert St.

FIRST TIME—*This ad will be used in the first national newspaper campaign of Proctor Electric Co., Philadelphia, manufacturer of toasters, irons, and other appliances, in a January through March drive. Weiss & Geller, New York, is the agency.*

TvAR Researching Viewer Composition for Quarterly Report

NEW YORK, Dec. 22—Television Advertising Representatives, the station representative arm of Westinghouse Broadcasting Co., has undertaken a continuing research project which will measure various factors of audience composition.

The first of TvAR's "audience dimension" reports, which will be issued quarterly, measured the age of tv viewers. The report was based on a survey conducted for TvAR by Pulse. A minimum of 1,000 personal in-home interviews were made in each of five markets —Boston, Baltimore, Pittsburgh, Cleveland and San Francisco—cities where Westinghouse owns stations.

■ "Age" was chosen for the first study because it was felt to be "a key factor in buying and living habits," Bob Hoffman, TvAR's director of marketing and research, said. Although most studies classify youngsters under 18 as "children," there is a vast difference between the likes of a six-year-old and an 11-year-old, he pointed out.

The age study showed that young adults, who comprise the greatest share of the viewing audience in all time segments, increased their edge over other age groups in the late evening periods. Feature length films, regardless of when they were shown, had the greatest appeal to young adults, while early evening newscasts appealed to all age groups in close parallel to audience make-up.

Topics to be covered in TvAR's future reports will include such things as the viewing habits of pet owners, career women and mothers of toddlers; the occupation of the breadwinner; level of income, and "viewer venturesomeness."

■ Pulse also has been conducting a series of brand preference studies for TvAR (AA, Oct. 26). Products covered in the first survey were shampoo and cigarets.

A later study has been made of dentifrice and gasoline preferences of viewers in TvAR's five markets. The findings revealed Colgate as the number one dentifrice choice, followed by Gleem, Pepsodent, Ipana, Stripe, Crest and Listerine, in that order.

Gasoline preferences, as would be expected, varied greatly according to region, with Esso ranking No. 1 in Boston and Baltimore, Atlantic the top choice in Pittsburgh, Sohio No. 1 in Cleveland, and Chevron the leader in San Francisco. #

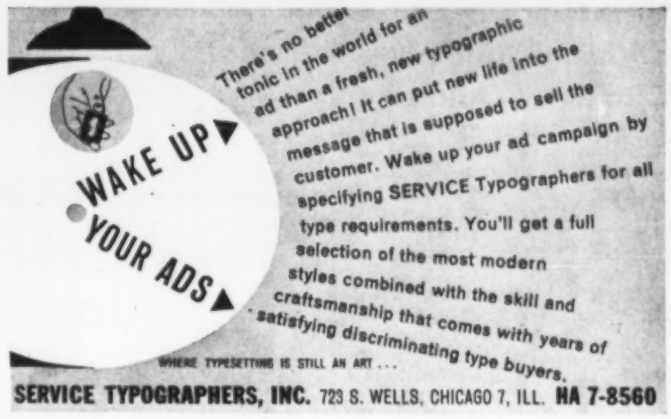
Matson Named NBC-TV VP, General Manager

George D. Matson, formerly vp and treasurer of NBC, New York, has been named to the new post of vp, general manager, NBC-TV, effective Jan. 1. Mr. Matson will be responsible for business control of network activities, coordination between the various tv network departments, and between the tv network and other operating divisions and staff departments of the company.

Mr. Matson will report to Walter D. Scott, exec vp at NBC-TV. Reporting to Mr. Matson will be Jerry Danzig, vp, participating programs, and John J. Heywood, director of pricing and planning, who will become director of business affairs at NBC-TV on Jan. 1.

Eisaman, Johns Gains One

Pyron Construction, a Los Angeles home builder that is building a model home in Whittier, Cal., for Aluminum Co. of America, has appointed Eisaman, Johns & Laws, Los Angeles, to handle advertising of the home. To be called the Alcoa-Pyron Care Free home, the model will make extensive use of aluminum. It is slated to be open by April 1, 1960.


WAKE UP
YOUR ADS
There's no better tonic in the world for an ad than a fresh, new typographic approach! It can put new life into the message that is supposed to sell the customer. Wake up your ad campaign by specifying SERVICE Typographers for all type requirements. You'll get a full selection of the most modern styles combined with the skill and craftsmanship that comes with years of satisfying discriminating type buyers.
WHERE TYPESETTING IS STILL AN ART . . .
SERVICE TYPOGRAPHERS, INC. 723 S. WELLS, CHICAGO 7, ILL. HA 7-8560

Latest A.B.C. Publisher's Statements show . . .

The Houston Post is Houston's largest daily and Sunday newspaper!

	DAILY	SUNDAY
The Houston Post	209,066	218,509
The Houston Chronicle	195,448	216,567
The Houston Press	101,398	

Source: ABC Publisher's Statement for 6 month period ending Sept. 30, 1959 and subject to audit.

Last Quarter July 1-Sept., 1959	DAILY Post	DAILY Chronicle	DAILY Press	SUNDAY Post	SUNDAY Chronicle
	209,881	194,361	101,710	220,895	215,952

THE HOUSTON POST

W. P. Hobby, *Chairman of the Board*
Oveta Culp Hobby, *President*

Houston's largest daily and Sunday newspaper Represented Nationally by Moloney, Regan & Schmitt

Member ABC 536a

New N. J. Statute Tightens State's Control of Outdoor

TRENTON, Dec. 22—A bill to strengthen state control over outdoor advertising has been signed by New Jersey Gov. Robert B. Meyner. It enacts into law rules and regulations administered by the state outdoor advertising tax bureau.

Under the new statute, outdoor advertising is banned in "natural areas." These are defined as stretches on highways where the nearest commercial establishments, such as gas stations or restaurants, are one mile or more apart. The new law prohibits attachment of signs to public utility poles or trees, and forbids painting signs on rocks. This includes political posters.

In areas where signs may be erected, the statute requires they be spaced apart and not run together so as to form a continuous barrier.

■ In signing the measure, Gov. Meyner pointed out that one of the most important provisions of the new act permits the state outdoor advertising tax bureau to remove illegal signs. This, he added, eliminates the necessity of the state bringing court action against the owner of an outdoor advertising display, who is often unknown.

The bureau immediately announced a state-wide drive to locate and remove all illegal signs along New Jersey highways.

The new law also increases license fees for outdoor advertising operators from $100 to $200 and increases advertising permit fees on advertising structures as follows:

Less than 50 sq. ft. from 80¢ to $2; 51 to 250 sq. ft. from $2 to $3; 251 to 500 sq. ft. from $5 to $8; 500 to 800 sq. ft. from $7.50 to $10, and over 800 sq. ft. from $20 to $30.

■ Under the new law any advertising structure or other object not authorized is declared unlawful.

The bill sponsored by Sen. John A. Waddington (D., Salem County) was supported by the New Jersey Outdoor Advertising Assn., representing the standardized outdoor medium. The association has been trying for a number of years to have offensive signs and unauthorized outdoor displays banned by the state. #

Three Agencies Form Alliance

Boylhart, Lovett & Dean, Los Angeles and Washington; Persons Advertising, New York, and Persons-Beauchamp Advertising, Houston, have formed an alliance for coast-to-coast service of their clients. The arrangement is intended to offer the national accounts of each agency a continuous representation in each of the cities involved in the alliance.

SWINGLES.
CUSTOM MADE
ONLY $58
U.S. only

the JINGLE MILL

*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.

SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.

Put this record to work for you. Write, wire or call

THE JINGLE MILL
201 W. 49 St., N.Y. 19, N.Y. PLaza 7-5730

ABC Radio Adds 4 Sponsors

New sales at ABC Radio, New York, include: Lewis Howe Co. (MacFarland, Aveyard & Co.), sponsorship of "Weekday News" four days per week for 52 weeks; Hastings Mfg. Co. (Keeling & Co.), co-sponsorship of "Paul Harvey News" Monday through Friday; Whitehall laboratories division of American Home Products Corp. (Tatham-Laird), participating sponsorship on Don McNeill's "Breakfast Club," and Vitamin Sales Co. (Fairfax Inc.), sponsorship of "Story Princess."

Lee Filters to Friend-Reiss

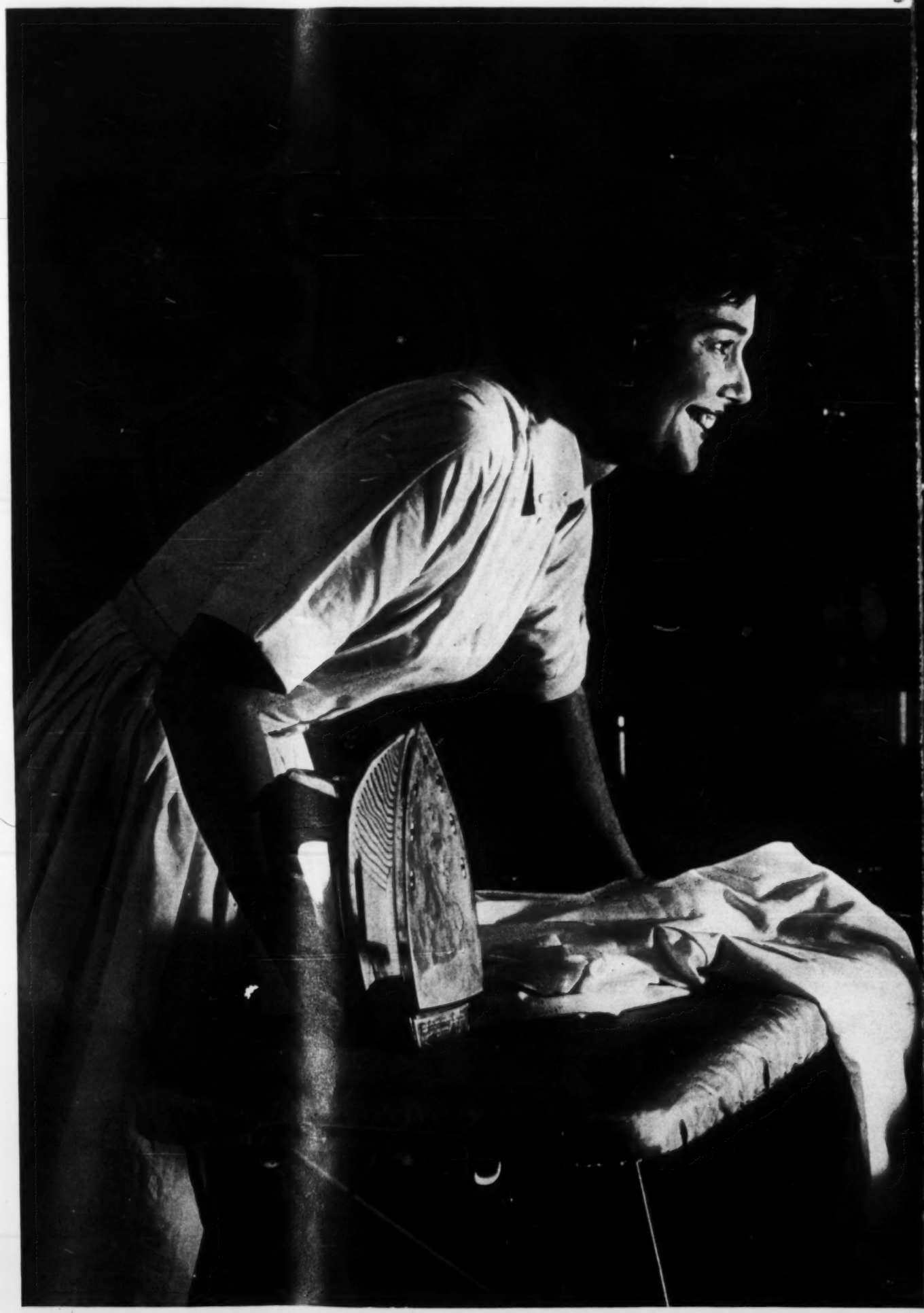
Lee Filters Corp., North Arlington, N. J., manufacturer of oil, air and gasoline filters for automotive, airline, aviation and industrial uses, has appointed Friend-Reiss Advertising, New York, effective Jan. 1, 1960. Lee's advertising was formerly handled by Norman Co., New York. The use of Sunday supplements in 27 markets, trade and point of sale advertising has been proposed for Lee, which is expected to bill between $150,000 and $200,000 in 1960.

Albert Frank Adds Two

Albert Frank-Guenther Law, New York, has been appointed by Cartier Inc., New York jeweler. The agency has also been named to handle a financial public relations program for Polymer Corp., Redding, Pa., producer of nylon and other plastic materials for industry. Both appointments become effective Jan. 1, 1960. Advertising for Cartier was formerly handled by William von Zehle & Co., New York.

Pepsi Plans Canadian Drive

Pepsi-Cola Co. of Canada, Montreal, plans a stepped-up ad campaign in newspapers and magazines across Canada to promote its lemon-lime drink, Teem. Kenyon & Eckhardt Ltd., Montreal, is the agency.



TvB Adds Ten Members

The Television Bureau of Advertising, New York, has added a station representative, Edward Petry & Co., and nine stations to its membership. With the addition of CFCM-TV, Quebec City, TvB's Canadian membership totals five. Other new station members include WWL-TV, New Orleans; KPAC-TV, Port Arthur, Tex.; WLUK-TV, Marinette, Wis.; KXAB-TV, Aberdeen, S. D.; KFSD-TV, San Diego, and KXTV, Sacramento, Cal.; KVAL-TV, Eugene, Ore., and KPIC-TV, Roseburg, Ore. TvB membership now totals three networks, 240 stations and 16 station representatives.

The TvB also has named Warren M. Morton, formerly an account executive at CBS-TV, an account executive in the national sales department.

Einhorn to Atlantic Container

S. E. Einhorn, formerly a member of the display division staff of Gibralter Corrugated Co., North Bergenfield, N. J., has joined Atlantic Container Corp., Long Island City, as vp in charge of the company's display division. Atlantic is starting a new program to aid the marketing and sales promotion departments of customers in developing effective point of purchase displays.

C&W Names Robinson

Clark L. Robinson, formerly executive art director of McCann-Erickson's Cleveland office, has joined Cunningham & Walsh, New York, as senior art director and group head. E. Wallace Lawrence, account supervisor on Smith-Corona Marchant, has been elected a vp of Cunningham & Walsh.

Fitterer Joins Stanley

Sheldon Fitterer has joined the advertising sales staff of Stanley Publishing Co., Chicago. Mr. Fitterer was formerly with Electronic Periodicals, Cleveland.

G. DOUGLAS MORRIS *has joined Warwick & Legler, New York, as a vp. He will be in charge of the drug division and a member of the accounts management committee. He recently resigned as a senior vp of Lambert & Feasley.*

Aggregate U. S. '59 Income Hits $1 Billion a Day

MINNEAPOLIS, Dec. 22—American income per capita this year is running 53% higher than ten years ago, "but less than half of the rise is real," according to the family economics bureau of Northwestern National Life Insurance Co.

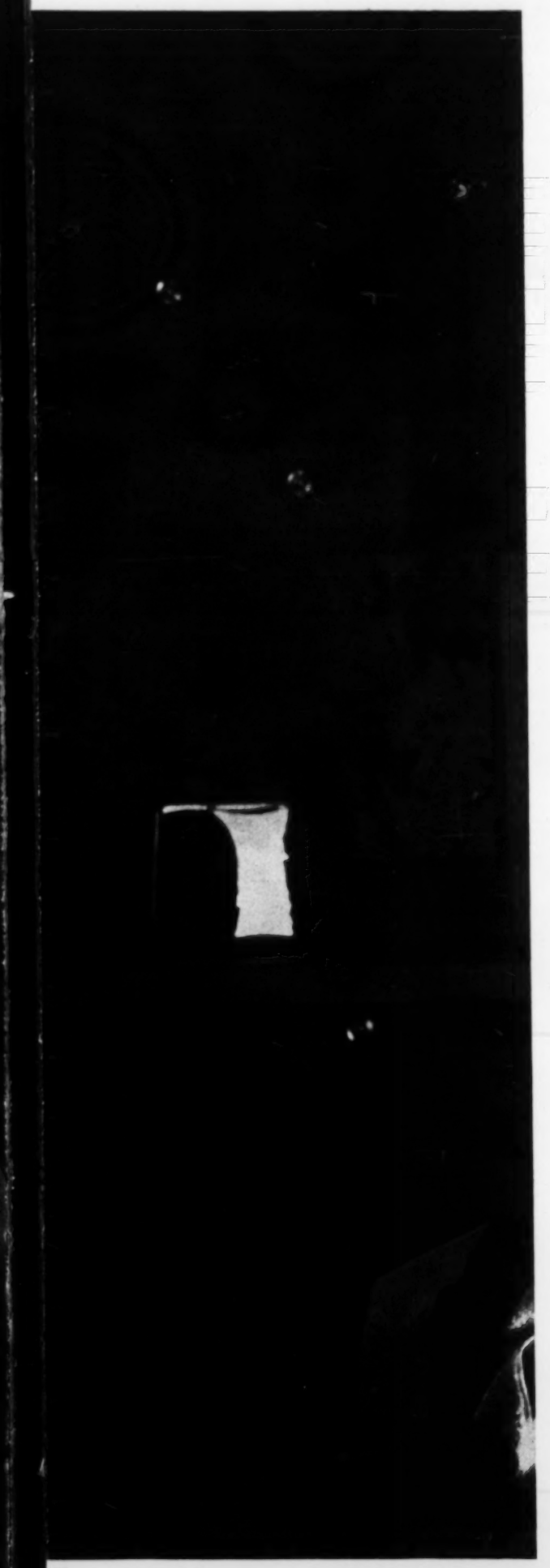
This will be the first year in U.S. history in which personal income paid to Americans averages $1 billion or more a day, for every day in the year, the bureau reported.

Personal income this year will hit about $379 billion, the bureau estimated. This averages out to $2,140 per capita, or 53% higher than 1949 per capita income of $1,400.

■ However, the bureau points out, at 1959's higher living costs, $2,140 buys "only as much consumer goods as $1,740 would buy at 1949 prices." Therefore, the increase in actual buying power or "real" income over the 1949 income of $1,400 is not 53% but 24%, according to the bureau. #

Allen-Klapp Promotes Two

Allen-Klapp Co., Chicago, newspaper representative, has promoted Henry A. Erbach, manager of its New York office, and Patrick J. Hoarty, who has been in the Detroit office, to vps. Mr. Hoarty has been moved to the company's Chicago home office. Stanley C. Bestys of the New York office and William N. Connors, manager of the Detroit office, meanwhile, have become minority stockholders in the company.



Someone keeps helping Mrs. Mitty

Had a query recently as to the whereabouts and activities of Mrs. Mitty. The last time we reported from Thurberland she was on a self-improvement kick, doing her exercises with her favorite television station — WBNS-TV.

She's been busy ever since. With housework, homework, Walter, the children, her guild and the PTA she has to make every minute count. Daytime television on Channel Ten seems to brighten the room and lighten the load.

Because of her interests and her needs WBNS-TV has taken special pains with daytime programming. It is not enough to plug in the network line and sit back. Mrs. Mitty appreciates our special emphasis on local personalities, local features and news of Central Ohio where we were born and raised.

Are our girls responsive? Ann Reider answered more than 3500 written requests for a poem she read just once on the air. Within three days after reading "A Parent's Prayer" Chet Long had counted 10,000 written comments and requests.

This neighborly rapport makes time buying easy in this market center of two million people. *"If you want to be seen in Central Ohio — WBNS-TV."*

WBNS-TV

CBS Television in Columbus, Ohio

The nation's No. 1 TV test market station.
Represented by Blair TV. 316 kw.

7

GROWING!
13,477.
PAID SUBSCRIBERS

HIGH PLAINS JOURNAL
DODGE CITY KANSAS

A rich agricultural test market weekly for Grain and Livestock Farmers!

The Editorial Viewpoint . . .

Self-Regulation Can Work

Last week ADVERTISING AGE submitted a series of questions to Rosser Reeves, chairman of the board of Ted Bates & Co., which had just been cited by the Federal Trade Commission, along with Brown & Williamson, its client, for the advertising of Life cigarets.

"Do you think that the advertising business can regulate itself?" we asked Mr. Reeves, and Mr. Reeves answered unequivocally: "No."

"Many advertising men will disagree with this," he said, "for it is the dream of an industry to have no outside, disturbing hand. But in building the fifth largest agency in the world, we have come to the conclusion that self-regulation will not work."

Mr. Reeves is right in assuming that many advertising men will disagree with him on this point. We disagree with him. We not only believe that self-regulation can work in the advertising business, but we believe it has worked in the past and is working now.

Too many people—including people in the advertising business—forget that, with all its shortcomings, self-regulation in advertising is extremely widespread, generally well conceived and—generally—impressively well executed.

If Mr. Reeves wants to maintain that no self-regulatory system can be perfect or even approach perfection, we will quickly agree with him. But the record of the advertising business in the matter of effective self-regulation is clear for all to see and examine. And we repeat: For all its shortcomings, it is an impressive and an encouraging record.

Mr. Reeves' advocacy of a stronger, more effective Federal Trade Commission as a watchdog over advertising surprises us a bit, but we agree with him on this point. The FTC has not done as effective a job as it might do, and partly (but only partly) this is due to inadequate staff and facilities.

Nevertheless, we do not believe that the concept of self-regulation should be lightly tossed away. Not by an industry which has fathered such effective instruments for self-regulation as the Audit Bureau of Circulations, the Better Business Bureau movement, the codes of the broadcast industry and the individual copy-regulation platforms of hundreds of print media.

The general tone of advertising in the United States, due largely to self-regulation by advertisers and media, is still at the highest level in the world. Most (although by no means all) of the current criticism of advertising revolves around its quantity more than around its quality. Self-regulation has been important; it needs to be refined and improved—not abandoned in favor of complete outside policing.

Where Are All the Others?

The other day Theodore Meredith, a BBDO media supervisor, pointed out that Business Publications Audit of Circulations now does more auditing of business papers than does the older Audit Bureau of Circulations. The score, he said, is 491 for BPA as against 352 for ABC.

This is interesting intelligence, but far less significant than the fact that between them these two auditing organizations account for only 843 business papers. Other auditing organizations and other types of acceptable audited figures may raise the total figure of business papers presenting audits of their circulations to as many as 1,000.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

Published at 200 E. Illinois St., Chicago 11 (DE 7-5200). Offices at 630 Third Ave., New York 17 (YUkon 6-5050); National Press Bldg., Washington 4, D. C. (RE 7-7659); 1709 W. 8th St., Los Angeles 17 (HU 3-0561); 703 Market St., San Francisco 3 (DO 2-4994); 520 S. W. Sixth Ave., Portland 4, Ore. (CA 6-2561); 99 W. Bethune, Detroit 2 (TR 2-7211).

Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

EDITORIAL

S. R. Bernstein, editorial director. **John Crichton**, editor. **Jarlath J. Graham**, managing editor. **Don Morris**, assistant managing editor.

Senior editors: Washington—**Stanley E. Cohen**. New York—**James V. O'Gara** (in charge), **Maurine Christopher** (broadcast), **Milton Moskowitz** (international). Chicago—**Emily C. Hall** (features), **Merle Kingman**.

Associates: New York—**Charles Downes, Lawrence Bernard, Phyllis Johnson, Denis Higgins, Ramona Bechtos**. Chicago—**Albert Stephanides, Shirley Ullman, Emmett Curme, John S. Lynch, Lawrence E. Doherty, Cynthia Eaton**.

F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. **Gorden D. Lewis**, manager sales and service; **Malcolm P. Austin**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, William A. Maher, Alfred Maleeki, B. Richard Weston**. Chicago: **E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey, Jack Barnett**. Los Angeles: (Simpson-Reilly Ltd.) **Walter S. Reilly, James March, John W. Heck Jr.** San Francisco: (Simpson-Reilly Ltd.) **Wayne Stoops**. Portland: (Frank J. McHugh Co.) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co.) **Thomas A. Knowles**. London: Publishing & Distributing Co., Ltd., Mitre House, 177 Regent St., London W1. Paris: Gerard Lasfargues, 348 Rue St. Honore, Paris 1.

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Gladys the beautiful receptionist

—John Romanchak, The Oil Daily, New York

"They fired him just because he suggested a copy theme for TWA, 'We'll jet you home for Christmas'."

But there are 2,400 business papers, and any way you slice it this leaves 60% or so not supplying any audit of their circulations.

Here is a case in which a little pressure from advertisers is greatly to be desired.

The Dangers of Public Relations

The U. S. circuit court of appeals in Philadelphia has upheld the lower court's decision that Eastern Railroads Presidents' Conference and its public relations representative, Carl Byoir & Associates, owe some $852,000 in triple damages and attorneys' fees to the Pennsylvania Motor Truck Assn.

The award was made in district court in July, 1958, when the trucking association filed suit charging a conspiracy to drive long-distance truckers out of business.

The case will probably go to the Supreme Court for final adjudication. But inclusion of the public relations company in the suit indicates a whole new area which the public relations business should investigate with great care.

\# \# \#

What They're Saying . . .

CBS Clicks with Teachers

We would like to see more programs of an explicitly educational nature. We see no reason why programs with a large educational content cannot also be entertaining—not necessarily amusing, but entertaining. One such, presented not long ago, was the CBS "Biography of a Missile," in connection with which NEA cooperated by preparing classroom discussion guides. This was, on our part, a hurry-up job, but you will be interested to know that within the short period of 12 days we had available to us we received, from all over the country, requests for 190,000 of these discussion guides. Extensive use was made of this broadcast, both in science and social studies classrooms. Hundreds of teachers have written to us in the most enthusiastic terms to commend this program.

—Dr. Walter W. Eshelman, president, National Education Assn., testifying before the Federal Communications Commission Dec. 14 in Washington.

Who Needs Proprietary Ads?

Physicians who sometimes question the necessity for effective advertising and disparage proprietary advertising in particular, would think much more kindly about it if they knew this: Without the larger markets and sales which advertising creates, the pharmaceutical industry would not be able to afford to carry out the million dollar research programs for the development of better medicines. Without potentially large sales the cost of your prescriptions would be beyond the patient's means. Proprietary medicines, too, play a part since most manufacturers benefit, in some way, from consumer drug sales and some of those profits again are plowed back into the reservoir of research and development funds.

—Edmund Lindner, copywriter, Benton & Bowles, in a talk to the New York chapter of the American Medical Writers Assn.

Anti-Mom?

Announcer:

Can she bake a cherry pie, Billy Boy, Billy Boy?

Can she bake a cherry pie, charming Billy?

Boy's voice: She sure can!

Announcer: Who—your mom?

Boy's voice: No, Mrs. Wagner!

—Radio spot for Mrs. Wagner's Pies.

Rough Proofs

Broadcast rating services are going to be given an opportunity to explain their methods to the House subcommittee on legislative oversight.

Politicians haven't had much use for statistics or statisticians since Harry Truman upset the pollsters in 1948.

•

Rosser Reeves recommends more money and authority for the FTC because he's convinced that self-regulation of advertising won't work.

Self-regulation, like Alcoholics Anonymous, requires the patient's cooperation.

•

Those clowning bears, squirrels, owls and fish who people the Hamm's beer commercials will be playing next year to a new and appreciative audience, now that the brewer is entering eastern markets via the purchase of the Gunther business.

•

Chairman John Doerfer of the FCC suggests mildly that there is more violence in "Hamlet" and other Shakespearean tragedies than in a typical tv Western.

Yes, but the violence portrayed by the Bard of Avon is a lot less noisy.

•

Information about the important work of the detail men of the pharmaceutical companies recently spread on the record suggests that their contribution to drug prices represents more than a detail.

•

Back in 1938 Ray Rubicam made a speech about advertising's problems of public acceptance, which seems entirely apropos today.

And 20 years ago there were no television shows and commercials to worry about.

•

An agency looking for an industrial copywriter says he should be able to "translate dull, technical stuff into exciting user advantages."

But he mustn't tell the client's engineers their stuff is dull.

•

Since canned laughter and applause must now be identified, NBC breaks the news gently to the audience by saying, "Reaction technically augmented."

•

A Detroit public relations outfit is advertising for a writer who will get a starting salary "to $14,000" and annual raises.

And if by chance he doesn't get the raise, he'll probably get the can.

•

Right after the FTC included an agency account man in a complaint against a client, a Pennsylvania appeals court affirmed a big judgment against the railroads and its pr counsel in favor of the truckers.

Looks as if professional counselors are going to have to increase their insurance coverage of the risks of doing business.

•

Just when Chicagoans thought they had lived down the reputation garnered in the bad old gangster-ridden Prohibition days, Roger Touhy gets blasted less than a month after release on parole from the state penitentiary.

The crime syndicate's memory is longer than an elephant's.

COPY CUB.

The Philadelphia Inquirer reaches 739,000 adult male readers

...the biggest male audience of any Philadelphia daily!

Throughout Delaware Valley, U.S.A., more men read The Inquirer than any other daily.* Consider the suburbs where 65% of the automotive sales are made. There, The Inquirer gives you 33% more male readers than the other leading newspaper.

Important point: If you're missing The Inquirer, you're missing 483,000 of its male readers who do *not* read the other major daily. You're missing 483,000 opportunities to sell men.

*Source: "Philadelphia Newspaper Analysis" by Sindlinger & Company, Inc.

The Philadelphia Inquirer

Good Mornings begin with The INQUIRER for 1,406,000 adult daily readers

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
ROBERT T. DEVLIN, JR.	EDWARD J. LYNCH	RICHARD I. KRUG	FITZPATRICK ASSOCIATES	FITZPATRICK ASSOCIATES
342 Madison Ave.	20 N. Wacker Drive	Penobscot Bldg.	155 Montgomery St.	3460 Wilshire Boulevard
Murray Hill 2-5838	Andover 3-6270	Woodward 5-7260	Garfield 1-7946	Dunkirk 5-3557

Plymouth Leads for No. 3 Spot; Pontiac, Rambler Press Hard

DETROIT, Dec. 22—With one selling week still to go and each contender refilling its reservoir of new cars after the steel stoppage, it appears Plymouth has a good chance to retain the No. 3 sales spot it held last year, although Pontiac is highly hopeful. Rambler, still bidding for No. 3, is a somewhat less likely candidate.

The Rambler people feel they might have a chance if their production facilities were greater, as they have been operating at capacity, but there will be orders on the books unfilled on Jan. 1. Added capacity on the boards for American Motors will not be producing until late 1960. Therefore, the company is expending no extra advertising effort at this time.

▪ Both Plymouth and Pontiac, however, are purchasing additional newspaper and spot radio time in December. Pontiac opened with an across-the-country newspaper broadside Dec. 9 heralding resumption of production with the message, "we're getting Pontiacs again," and will run another this week, with some special spot radio time, a medium Pontiac has not been using widely lately.

▪ Plymouth also has two special newspaper sales messages scheduled for December plus more radio time and is expecting to sell all the cars it can get now that production has resumed. All the car makers except Ford say shortages and industrywide inventory of new cars is about 500,000 short of average, due to the strike.

December normally is a time when sales lag, but this year they are expected to run 150,000 more than production. Plymouth dealers were down to about a five-day inventory when production started again, as contrasted to the normal 30-day or more, and lacked ability to fill customers' model requests in many areas.

▪ Plymouth has a firm hold on third place on auto sales at the end of the first 11 months of the 1959 year, it appeared, with 370,000 sold, a lead of 32,000 over Rambler.

Sales figures for Pontiac at the same date were not available, but Pontiac had produced only 365,103 cars up to Dec. 12 and would have to do the virtually impossible to move into third place at the end of the year.

Other car production figures through Dec. 12 are: Ford 1,443,929 (including Falcon); Chevrolet, 1,323,263 (including Corvair); Plymouth, 373,756 (not including Valiant); Oldsmobile, 341,837; Buick, 213,212; Dodge, 174,034; Mercury, 146,664; Cadillac, 129,629; Chrysler, 64,376; DeSoto, 39,659; Edsel, 29,677; Lincoln, 28,348; Imperial, 19,198; Valiant, 10,763. #

'SI' Boosts Ross, Miles

John B. (Pete) Ross, former Detroit sales manager, has been named automotive manager for *Sports Illustrated*, a new post in the magazine's New York office. Mr. Ross is succeeded in Detroit by John G. Miles, formerly on the sales staff.

'Fortune' to Take 'Time'-Size Ads for Enlarging Charge

Fortune, New York, starting in January, will accept *Time*-size ads (7x10") for conversion to *Fortune*-size (8⅞x11"), charging advertisers a $100-per-page fee. *Fortune* said the conversion and enlarging charge—not subject to agency commission or discount—applies to letterpress plates to be converted to *Fortune*-size offset plates. Where offset plates are to be made from original artwork, a charge of $600 per page—$700 per bleed page—will be made, plus an extra charge if artwork is not in one piece.

Proofs for agency correction can be supplied if offset plates are made from original artwork, but not if plates are made from letterpress engravings, *Fortune* said.

Fortune's current b&w page rate is $4,500. An increase to $4,840 per b&w page is scheduled in July.

PAC Names New Officers

John W. Eckman, vp of Thos. Leeming & Co., has been installed as 1960 president of the Pharmaceutical Advertising Club of New York. Edmund R. Beckwith Jr., president of Crookes-Barnes Laboratories, was elected president-elect. New vps are Austin J. Daly, Lederle Laboratories, and William D. Gulick, Roche Laboratories. George H. Weiler of Chas. Pfizer & Co. and Mrs. Audrey Girard of Pfizer's J. B. Roerig division will serve as treasurer and secretary, respectively.

'Life' Appoints Five

Herbert Breseman, formerly assistant to the advertising director of *Life*, has been named director of advertising sales development of the magazine, a new post. *Life* also has named Edward J. Mooney, formerly with Compton Advertising, and Benjamin A. Hammer, formerly with James Thomas Chirurg Co., to its marketing department. John R. Higgins Jr. and William D. Hutchinson, both formerly with *The Saturday Evening Post*, have joined the New York sales staff of *Life*.

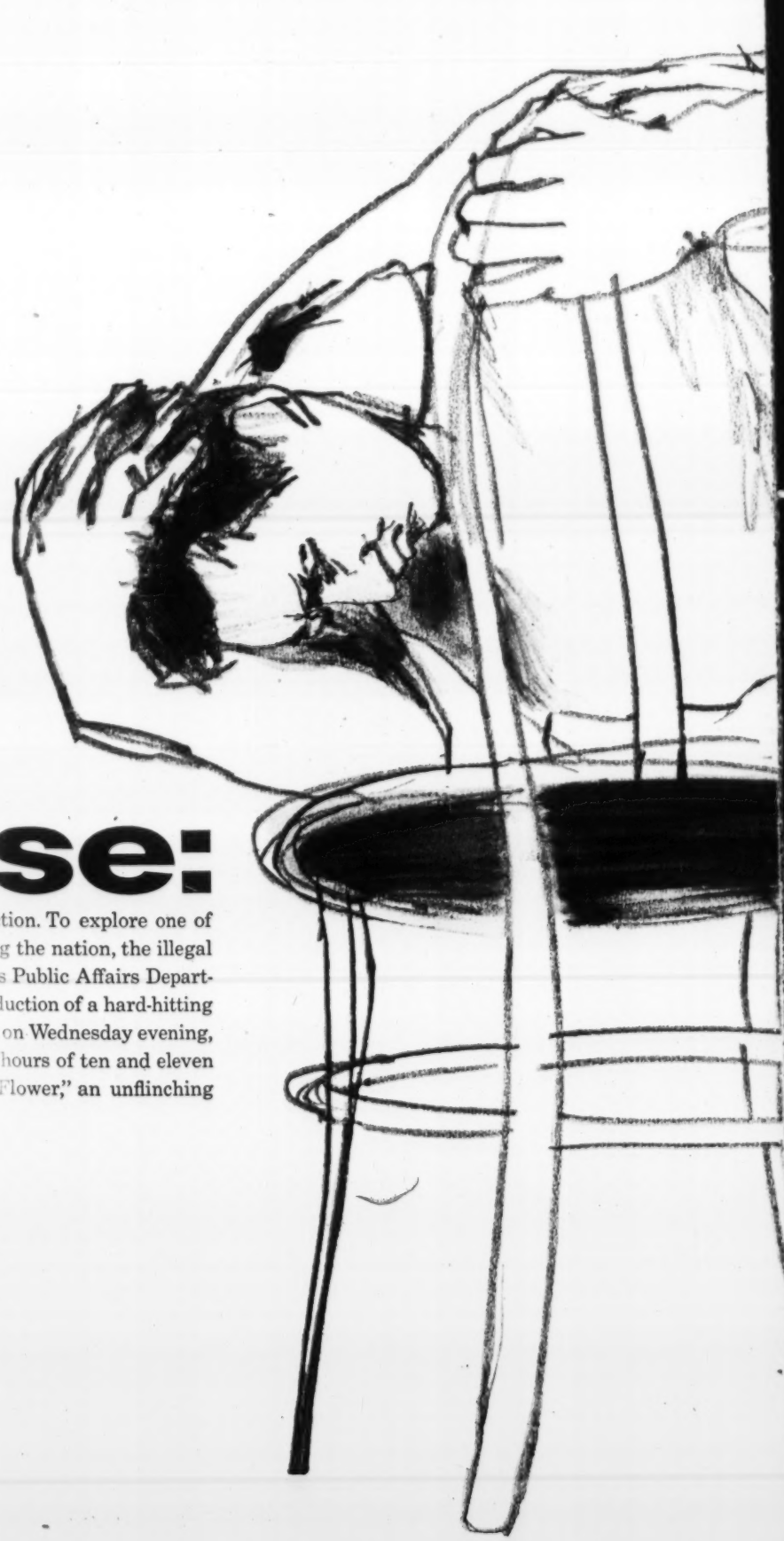
Warren to 'L.A. Examiner'

Robert C. Warren, formerly an account executive with Allen, Dorsey & Hatfield, Los Angeles, has joined the *Los Angeles Examiner's* advertising service department as creative planning and copy supervisor.

Feuerman Named President

Sol Feuerman has been promoted from exec vp to the new post of president of Medical Dynamics, the medical and pharmaceutical film division of Dynamic Films, New York, tv film producer.

It's a Man's World!
That's What Advertisers Reach in
The Sporting News
National Baseball Weekly—St. Louis, Mo.
280,000 Copies Weekly
With 98% Male Readership
Largest Newsstand Sale of Any Sports Weekly
Published Weekly Since 1886—70 Continuous Years



cause:

The struggle against drug addiction. To explore one of the most serious problems facing the nation, the illegal sale and use of narcotics, KNXT's Public Affairs Department devoted months to the production of a hard-hitting film report on addiction. Finally, on Wednesday evening, November 18, 1959, between the hours of ten and eleven o'clock, KNXT presented "Hell Flower," an unflinching look at a tragic subject...

Want Ad Pace Dips in November, B. K. Davis Reports

PHILADELPHIA, Dec. 22—Employment advertising, declining steadily in U.S. labor markets since mid-October, fell to 746,491 ads in November, according to "Help Wanted Trend," published by B. K. Davis & Bros. Advertising Service, specialist in help wanted advertising.

The November total was a drop of 131,676 ads from October and was only 28% larger than the total reported in November, 1958.

With few exceptions, the 114 major labor markets in the survey reported only lukewarm gains over last year, reflecting the inroads made by the steel strike on the nation's employment picture.

Though the comparative increase in help wanted advertising reported by newspapers in November fell below the 41½% annual pace of improvement so far this year, Davis & Bros. said that in November, 1958, improved ad counts had already been recorded.

■ Comparatively, the November, 1959 help wanted advertising count was better than 1953, 1954, 1957 and 1958, but worse than 1951, 1952, 1955 and 1956.

The Davis agency, however, predicted that if seasonal trends in help wanted advertising continue normally, figures should begin climbing in January. #

Haitians Name Bottfeld

The Haitian Government Tourist Board has appointed Philip M. Bottfeld Inc., New York, to handle its advertising. Mr. Bottfeld, one-time account executive at Benton & Bowles, was already serving as a consultant to the Haitian government on all matters relating to the promotion of tourism. The tourist account has recently been inactive. Burke Dowling Adams Inc. previously handled the business.

BVM Agency Gains Three

BVM Advertising Service, Buffalo, N. Y., has three new accounts: Gurley Novelty Co., Buffalo maker of candles and wax novelties; Hirschman-Pohle Co., Le Roy, N. Y., roof ventilators, and Flexmaster division of Custom Bilt Body, Hamburg, N. Y.

Mathes Promotes Passman

Roy Passman has been promoted from assistant director to director of the radio-tv department at J. M. Mathes Inc., New York, replacing Richard S. Jackson, who resigned.

YOUTH—*The American Lamb Council will use color pages like this in newspapers during January to reach the teen age market with its "Food Comes First—for Youthpower" message.*

Ted Bates Boosts Two, Adds Two; Sherrill Retires

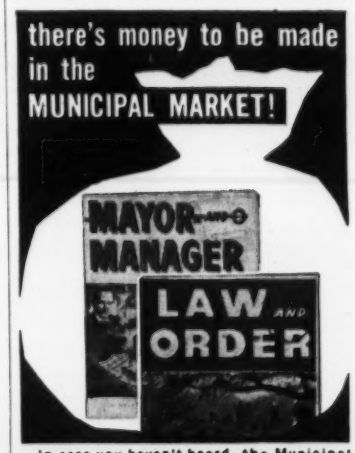
William E. Hatch, senior vp and comptroller of Ted Bates & Co., New York, has been appointed treasurer of the agency, succeeding W. A. O. (Bill) Gross, who continues at Bates as product group supervisor. Robert J. Preis, formerly assistant comptroller, has been named assistant treasurer and assistant vp, a new post. The agency has eliminated the comptroller's post. Bates also has named Alan Hahn, formerly with McCann-Erickson, and Ned C. Smith, formerly with Maxwell Sackheim & Co., copywriters.

Leicester H. Sherrill has retired from Bates as vp and account supervisor on Standard Brands, effective Jan. 1. Mr. Sherrill has been with Bates since 1952 and before that was a Batten, Barton, Durstine & Osborn vp.

Lehn & Fink Names Kirk

Roger M. Kirk Jr., formerly vp of sales and advertising for Cook Chemical Co., Kansas City, has been appointed sales manager of the Lehn & Fink division of Lehn & Fink Products Corp., New York. He succeeds Robert W. Naething, who is resigning on Dec. 31. Mr. Kirk worked previously for National Biscuit Co. and Standard Brands.

effect:
Overwhelming!
A special ARB survey gave "Hell Flower" a 20.0 rating, more than the other network competition combined. Thousands of congratulatory wires, letters and phone calls were received (and they're still pouring in). Daily Variety praised "a job well done"... the Los Angeles Times called it "remarkable"...the Los Angeles Examiner cited "an excellent illustration of television's ability to fulfill its loftiest purpose." And a special Resolution of Commendation voted by the City Council of the City of Los Angeles saluted the program as "an outstanding public service in the highest tradition of the broadcasting industry."
A landmark in Los Angeles community service programming, "Hell Flower" is one more example of a vital cause effectively served by Southern California's leading television station...
KNXT
CBS Owned
Channel 2, Los Angeles



In case you haven't heard, the Municipal Market is 35 BILLION DOLLARS BIG! And the one magazine aimed directly at the buyers and planners for more than 6,000 U. S. communities with populations of 1,200 or over, is MAYOR AND MANAGER. Read by 7,683 (BPA) executives, MAYOR AND MANAGER is the ideal setting for your "municipal product."

And, did you know that police executives annually spend TWO AND ONE HALF BILLION DOLLARS for police equipment and supplies? To reach and sell 7,415 (BPA) chiefs costs less than 2½¢ a contact in LAW AND ORDER. The total average circulation of 12,834 (BPA) makes LAW AND ORDER the most widely read police publication in America!

BPA NBP

For details, write or contact:

MAYOR and MANAGER
LAW and ORDER
72 W. 45th St • New York 36, N.Y. • MU 2-8808

Meet an IRE award winner for 1959.

IRE REMEMBERS THE MAN

for his

Early Success

Franklin H. Blecher, with less than ten years behind him, is this year's Browder J. Thompson Memorial Prize Award winner for his paper entitled "Design Principles for Single Loop Transistor Feedback Amplifiers," which appeared in the September 1957 issue of IRE TRANSACTIONS ON CIRCUIT THEORY. A hearty pat on the back to Mr. Blecher—of Bell Telephone Laboratories—for the IRE paper combining the best technical contribution and presentation written by a man under thirty.

And behind the cold statistics of the 61,957 circulation Proceedings now enjoys, are 57,334 (ABC) **professionally qualified men** plus 13,976 student members in 156 Engineering Colleges, now awaiting your message in their own journal. If you buy space in the radio-electronics field, you should meet them.

For a share in the present, and a stake in the future, make your product NEWS in

Proceedings of the IRE
The Institute of Radio Engineers

Adv. Dept. 72 West 45th Street, New York 36, New York • MUrray Hill 2-6606
Boston • Chicago • Minneapolis • San Francisco • Los Angeles

KOIN-TV
SELLS
OREGON

high

... the highest ratings
in the region *(Nielsen)*

wide

..... the widest coverage, reaching 7 out of every 10 homes in the populous area comprising Portland and 32 surrounding counties (Nielsen NCS #3)

and handsome!

...handsomest sales figures are yours when you use KOIN-TV, the *influential* station reaching more consumer homes than any other medium in this rich and growing market. For factual confirmation, check with your CBS-TV Spot Sales representative

KOIN TV
CHANNEL 6
PORTLAND, OREGON

Getting Personal

Harry Batten, board chairman of N. W. Ayer, is pictured and praised in the Dec. 5 *Saturday Evening Post* in an article about Philadelphia's $2,000,000 ten-year restoration program which he instigated . . . Also at Ayer's Philadelphia office, **Riley Brown,** in the copy department, is the author of the forthcoming "Stringfellow of the Fourth" (Crown Publishers) which he describes as the confederacy's answer to last year's "The Twentieth Maine," which was written by fellow Ayerman **John J. Pullen.** Mr. Brown's book, the story of a famous Confederate spy, is due in January . . .

About 160 people, many of them former co-workers, rallied Dec. 7 in New York, to do honor to **George Benneyan,** who will retire from *Look* in January. They were drawn from almost 40 years of George's strict tutelage, 40 years that included being boss of promotion on the *New York American, Herald, Sun,* the American Newspaper Advertising Network, the Bureau of Advertising, *Newsweek* and *Look.* He'll live in Willow, N. Y., starting in April . . .

Cunningham & Walsh reports a "microcosmic population explosion" in its New York office—five new arrivals within nine days. On Nov. 27, three new papas at the agency were vp and associate media director **Ed Baczewski** (a daughter, Judith Ann); research account exec **Gilbert Lindberg** (a son, Mark), and art studio manager **Al Braunworth** (a son, William). On Dec. 3, the cigars came from research assistant **Guy Parker** (a son, Dennis Neal), and on Dec. 5 the smokes were on tv account exec **Dick Depew** (a daughter, Susan) . . .

CAKE CUTTERS—*John (Gene) Davis (left) and Bernard (Bunny) Newman, who are retiring as Curtis Publishing Co. executives in Chicago, slice up the cake at a gala farewell luncheon given them in the swank Ambassador East Hotel by their agency friends. Mr. Davis has been with Curtis 35 years and Mr. Newman for 34 years.*

Gary Comer of Young & Rubicam, Chicago, and North American Star boat champion, merited the "yachtsman of the year" trophy of the Chicago Yachting Assn. The award was made at the Chicago Yachting Ball which was under the chairmanship of **Marshall Kissel,** Cunningham & Walsh marketing man. The affair was also the occasion for the introduction of the association's first annual, a 64-page review of the season edited by **Joseph Pettit,** farm equipment ad supervisor for International Harvester, and designed by **John Beck** of John H. Beck & Associates . . .

Sarah Tomerlin Lee, vp of Hockaday Associates, New York, has been elected president of the Fashion Group. She and **Florence Golden** of Grey Advertising are the only two advertising women to ever preside over the group in its 30-year history . . .

Nellene Zeis, media and research manager for Krupnick & Associates, St. Louis, was married Nov. 19 to St. Louis attorney Jack Joyce . . . Mrs. June Brown Smith and **John C. A. Watkins,** publisher of the Providence, R. I., *Journal-Bulletin,* will be wed Feb. 6 . . . **Lillian R. Pierson,** head of her own New York pr company, was married Dec. 6 to **Samuel J. Cohen,** now head of the Fulmont News Co., and formerly national circulation director of the *New York Times* and the Hearst newspapers . . . A March wedding is planned by Barbara Robbins and **Michael Anderson,** of Doherty, Clifford, Steers & Shenfield . . . In a Pittsburgh agency romance, **Charlotte Schaffold,** proofreader with Fuller & Smith & Ross there, married **William Leslie,** copywriter in BBDO's Pittsburgh office, on Nov. 14 . . .

A Madison Ave. jazz band called "7 Lemons on the Rocks" has pressed its first LP stereo album (Janus Records). The title: "Madison Avenue Goes Dixie." The jazzmen: Leader **John De Benham,** cornet, film producer, Doherty, Clifford, Steers & Shenfield (formerly with Joe Marsala); **Wynn Walsh,** trombone, film producer, Fletcher Richards, Calkins & Holden (once a regular with Louis Prima); **Harry Landon,** guitar, sales vp, Olmsted Sound Studios (once associated with Jack Teagarden); **Robert Swanson,** bass, head of Robert Swanson Productions (a veteran of the Tex Beneke band); **Rollin C. Smith,** piano, recording director, Ted Bates & Co. (previously associated with Jack Jenny and Max Kaminsky); **Richard R. Strome,** drums, copywriter, Ted Bates, and **Robert Sparkman,** clarinet, head of sales, Sparkman & Stephens, naval architects (in Wild Bill Davidson's band not too long ago) . . .

Grant Biddle, midwestern sales representative of *Editor & Publisher,* left Chicago's Presbyterian-St. Luke's hospital Dec. 16, and will take a ten-week rest in his Ottawa, Ill., home to recover from a heart attack . . .

The Washington Post's

editorials are quoted more

in the Congressional Record

than those of any other

newspaper in the world.

For More Than 20 Years Washington's R.O.P. Color Newspaper
Continuity rates available on both color and black and white

Represented By: Sawyer, Ferguson, Walker Co.—New York, Chicago, Detroit, Atlanta, Philadelphia, San Francisco, Los Angeles; Joshua B. Powers, Ltd.—London, England; Senor G. Enriquez Simoni—Mexico City, Mexico; Allin Associates—Toronto and Montreal, Canada; The Hal Winter Co., Florida Hotel and Resort adv. rep.—Miami Beach, Florida; Tom McGill, New England Hotel and Resort adv. rep.—West Roxbury, Massachusetts; Lou Robbins, New York and New Jersey Hotel and Resort adv. rep.—1265 Broadway, N.Y., N.Y.; Puck, The Comic Weekly.

This Week in Washington . . .

After Probe, FTC Moves with Fanfare, FCC Is Embroiled in 'Re-Appraisal'

By Stanley E. Cohen
Washington Editor

WASHINGTON, Dec. 24—In the two months that have passed since Congress exposed incredible laxness in federal supervision of the radio-tv industry, the Federal Trade Commission and the Federal Communications Commission have been struggling to regain their self respect.

Acutely conscious of the fact that it may soon be called before congressional overseers for an accounting, FTC has moved rapidly and with considerable fanfare. By contrast, FCC is embroiled in a ponderous re-appraisal which could go on indefinitely.

By coincidence, the crisis came for FTC at a time when Earl Kintner was moving from a staff job to the chairmanship. Thanks to the public outcry, he has been in a position to assert the kind of strong leadership he felt the commission and the staff needed.

■ As a group his fellow commissioners are unusually knowledgeable men. While each realizes that FTC has to shake off some of the judicial aloofness which stifled creative ideas, they harbor varying degrees of enthusiasm for the individual moves Chairman Kintner has made. But whatever their reservations, they have let the transformation go ahead.

Earl Kintner's hand in housecleaning has proceeded both above and below the surface. He has exhorted every possible opportunity to tell the public about his plans for FTC. Then, in private, he has exhorted the staff to make good on the promises he makes in public.

■ From what has already become known, the below the surface moves measure up to the promises that have been made in public. Investigating procedures are being streamlined, better working relationships have been established with other agencies, solid budget presentations have been submitted for an orderly expansion of FTC's staff in a series of moderate—and carefully considered—steps.

The emerging pattern at FTC calls for encouragement of every possible device to secure voluntary cooperation from business. . . with hard, precise retribution for recalcitrants.

As for the fanfare, Chairman Kintner regards it as an essential ingredient for such a program. Somewhere in the back of his mind may be a feeling that someone must do for FTC what J. Edgar Hoover did for FBI. By creating the image of a "dead shot" investigating agency, he has achieved a situation where even the "most wanted" tremble at the news that FBI is on the case.

■ FTC has vast law enforcement responsibilities, yet its law contains few punitive sanctions, and its staff is swamped simply with cases that come over the transom. Time and again, Chairman Earl Kintner has argued that without voluntary cooperation from business, FTC will need many times as much money as it has now and will have to pry to an intolerable degree into the activities of the market-place.

Through publicity he has been trying to create public awareness. To begin with, this awareness will enable FTC to secure the modest increase in appropriations which it is requesting.

But the big prize is something else. Mr. Kintner's ultimate goal is a situation where individual business men raise the level of law compliance through self discipline and responsible behavior. As FTC emerges from obscurity, its threat of adverse publicity becomes a persuasive sanction. Like the FBI, the FTC will achieve a reign of law without firing a shot.

■ While Chairman Kintner, with a strong commission, works to get maximum results from a weak law, the FCC down the street seems determined to fritter away the public interest potential of a truly strong law.

In contrast to FTC, which can merely issue a cease and desist order, FCC has authority to exact a death penalty on licensees who fail to serve the public interest, convenience and necessity.

FCC's most decisive action in the past two months has been a dragnet order requiring licensees to look into their safeguards against "payola." Otherwise the commission is involved in a lengthy study of its powers. Even in the unlikely event that the commissioners come to an agreement after this study, they may still have to battle their way through months or even years of controversial hearings before rule changes become official.

■ For the past two weeks the commission has heard a parade of more than 50 clergymen, professors, club leaders, newspaper men and other so-called "leaders," in an effort to get some help in drafting a realistic standard of "public interest" which can be used in measuring the performance of individual stations.

During this process, Chairman John Doerfer has displayed a curiously negative attitude. At times he seems less concerned with drafting a standard, than he is in proving that any standard which goes into the programming record of the licensee would involve a violation of the First Amendment.

Here's an area where the law changes with each Supreme Court decision. Yet colleagues have come to feel Chairman Doerfer expects to hold up the whole rejuvenation of FCC until an ultimate "truth" is found.

■ Armed with an array of cases touching on the point, he has routed one witness after another by dropping some obscure citation to buttress his point. That is, he did until he met up with Professor Elmer Smead of Dartmouth.

One of Chairman Doerfer's aces is Thornhill vs. Alabama, a 15-year-old case—largely reversed in recent years—upholding labor's right to picket. When he tried that on Professor Smead, he was told, "In 29 years I have not believed and have not taught that the same law applies to freedom of speech as freedom of press."

Professor Smead also said the Supreme Court doesn't necessarily give the same freedom to radio-tv that it gives to printed media. "Last year," he said, "the court extended freedom of press to a nudist magazine. It is hard to believe it would demand the same right for a nudist appearing on tv."

■ To escape Professor Smead, Chairman Doerfer argued, "In view of the uncertainties, would we be derelict in seeking congressional advice?" As a good lawyer, the professor knows even Congress can't authorize FCC to review programs if program review violates the First Amendment. Restraining himself, he pointed out that the court will never settle the free

Intaglio Production Manager, Andrew T. McCormack, discusses a job with Michael J. Bergin, Foreman of Negative Retouching. Viewing positives in background are Assistant Plant Manager Paul R. Abernathy, in Charge of the Publication Division, and Arthur Jacob, Retoucher.

Positive thinking...

isn't just something psychologists write about — but an art practiced every day by the nation's best gravure experts, at Intaglio!

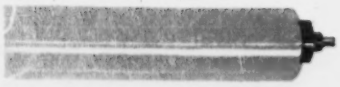
Positives are our business. No matter what the specifications may be —conventional, Dultgen or one of the hard dot methods—Intaglio is equipped to handle the requirements of any printer. Doing the job are some 500 craftsmen and technicians, many of whom have been with Intaglio ten years or more.

These craftsmen have the skill and knowledge which come with time, plus the newest modern plants with every available control for quality and uniformity. Intaglio Service has developed many of the techniques in use today. And in addition to being one of the founding members of the Gravure Technical Association, Intaglio is also a founder and charter member of Gravure Research, Inc.

Intaglio produces the finest in gravure positives for publishers and advertisers, and delivers etched plates or cylinders to packaging printers for top quality wrappers, labels, cartons.

For the very best in gravure—positives, carbon prints, Rotofilm and cylinders—you can rely on Intaglio.

Seven offices are at your service.



Intaglio Service CORPORATION

America's First Gravure Servicers

305 East 46th St., New York, New York—1828 Lewis Tower Bldg., Philadelphia—731 Plymouth Court, Chicago—40 Hague Ave., Detroit—360 Pine St., San Francisco—1932 Hyperion Ave., Los Angeles—126 West McMicken Ave., Cincinnati

FLUORESCENT—*The headline, car and Chevrolet signature in this page in the Dec. 18 Toronto Globe & Mail are in a green ink called Glo-News, described by MacLaren Advertising as the first fluorescent ink to be used in a high-speed run. Sinclair & Valentine is the ink house.*

press issue for tv until it gets a case. "And it can't get a case until you take away a license."

■ Early next year, Chairman Doerfer will get into some more learned discussion about freedom of speech when the radio-tv industry brings a specialist to supply some testimony on this point.

In curious contrast to his determination to prevent any FCC reviews involving programming, Chairman Doerfer repeatedly announced advertising does not have First Amendment protection. For this one he relies on a case involving the distribution of handbills promoting the exhibition of a submarine. Lawyers who have looked into it report this is a truly farfetched basis for approaching regulations which could have immense impact on those who do business with radio-tv.

■ Meanwhile, some of his colleagues sit restlessly wondering when the commission will get down to business. The more competent have been tarred with the same brush as the less competent but they have yet to muster a majority which will assure that the commission has something constructive to report on that day when Congress demands a reckoning. #

L. K. Smith Heads Bell Boy; Wenzler, Merrill Gets Account

L. K. (Larry) Smith, formerly vp of sales for Miller Freeman Publications, has become president of the new Bell Boy Co., Bellingham, Wash., maker of small pleasure boats. The company, which was a division of Bellingham Shipyards, will be operated as a partnership between Mr. Smith and Arch W. Talbot, president of Bellingham Shipyards. Wenzler, Merrill & Easton, Seattle, was named to handle the advertising account.

Spiegel Expands Staff

Spiegel Inc., Chicago mail order company, has expanded its merchandise staff to keep pace with increased sales volume and widening of the selections sold through its catalogs and to provide more intensive coverage of world markets. Wesley K. Mills, vp and merchandise manager, who previously had eight merchandise divisions reporting to him, will now have ten divisions.

Gotthelf Names Livermore

Ted Gotthelf Associates, New York, has appointed Jess Livermore exec vp and marketing director. Mr. Livermore formerly was with Biow Co., Keyes, Madden & Jones, and most recently, Wesley Associates.

N. Y. Apparel Guide Out

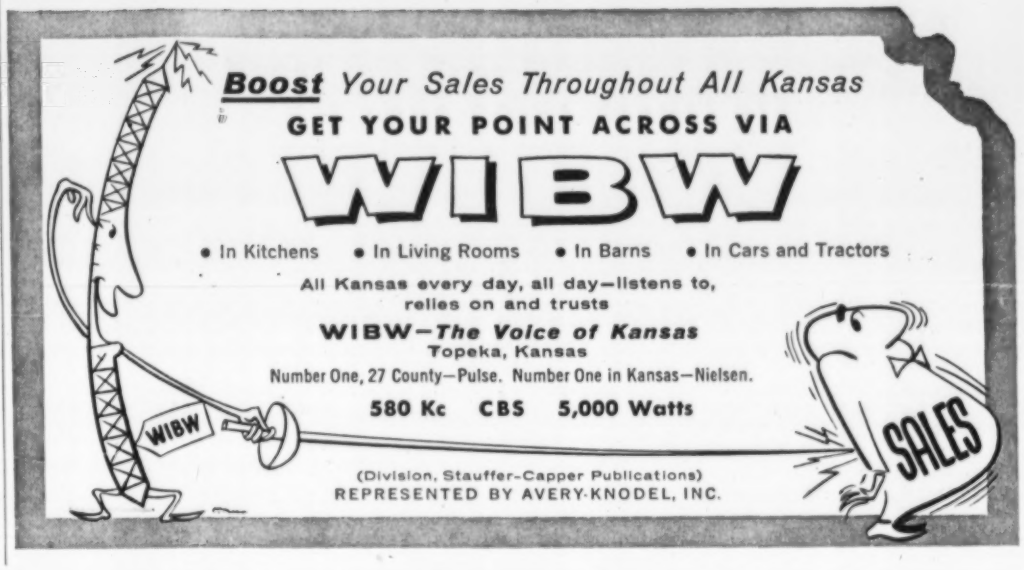
The New York Telephone Co., publisher of "The Red Book," business directory including the Yellow Pages, has issued a 20-page index of more than 14,000 manufacturers and wholesalers of apparel in the New York area. The booklet is available free from the company's directory department, 100 Church St., New York.

'Tahoe Tribune' Goes Daily

Tahoe Sierra Tribune, La Tahoe, Cal., became a daily with its Nov. 27 edition. At the same time, the *Tribune* appointed the Don R. Pickens Co. as its national advertising representative.

Mitchell Joins Tracy-Locke

R. H. Stewart Mitchell Jr., formerly with J. M. Mathes Inc., New York, has joined Tracy-Locke Co., Dallas, as an account executive on the recently acquired First National Bank account.


Boost Your Sales Throughout All Kansas
GET YOUR POINT ACROSS VIA
WIBW
• In Kitchens • In Living Rooms • In Barns • In Cars and Tractors
All Kansas every day, all day—listens to, relies on and trusts
WIBW—The Voice of Kansas
Topeka, Kansas
Number One, 27 County—Pulse. Number One in Kansas—Nielsen.
580 Kc CBS 5,000 Watts
WIBW
SALES
(Division, Stauffer-Capper Publications)
REPRESENTED BY AVERY-KNODEL, INC.

MORNING IS SELLING TIME IN BUFFALO

Men's stores know it. They place 72.6% of their *daily* advertising linage in the *Morning* Courier-Express. Women's stores know it, too. That figure is 65.8%.

Local car dealers add their testimony by running 67.9% of their new car, and 59.7% of their used car advertising in the Courier-Express. Figures in many other categories such as department stores and food chains also point strongly to the proven selling power of Buffalo's fastest growing newspaper.

Whether you sell men — or women — or both, you need the Courier-Express audience to insure your full share of sales in the metropolitan Buffalo market. You can schedule it with complete confidence that it will produce for you as it does for hundreds of others.

FOR MORE ADVERTISING FOR YOUR DOLLAR concentrated on those with more dollars to spend, use the *Morning* Courier-Express. It reaches the top 165,000 households in which Western New York's buying power is concentrated.

FOR SATURATION use the *Sunday* Courier-Express, the state's largest newspaper outside of Manhattan. It blankets the 482,108 families in Buffalo and the eight surrounding counties.

For Total Selling in this Great Market

Buffalo Courier-Express®

Western New York's Greatest Newspaper

ROP COLOR 7 DAYS

Representatives: Scolaro, Meeker & Scott
Pacific Coast: Doyle & Hawley

Perfect Circle Shifts to Compton from Henri, Hurst

(Continued from Page 1)

however, that more than five agencies were in the running for the business. Perfect Circle started talking to other agencies earlier this month (AA, Dec. 7).

■ Compton will begin billings on the account immediately. The agency will handle the account in its Chicago office, and Raymond Gomber has been named account supervisor.

The addition of Perfect Circle has climaxed an excellent business year for Compton's Chicago office. Other accounts and estimated billings added by Compton this year include Eversharp Pen Co. ($500,000); Morton House Kitchens (formerly Otoe Food Products Co., $400,000); Schulze & Burch Biscuit Co. ($200,000); Bunn Capitol Co. ($100,000), and Fastex division of Illinois Tool Works ($100,000). The latter account, however, was at Compton for only seven months; it moved out with Lawrence O. Holmberg, who resigned as manager of Compton's Chicago office (AA, Aug. 3). He has established his own advertising agency in Chicago.

■ Compton revamped its midwest operations earlier this year following the agency's resignation of the $800,000 Allis-Chalmers Mfg. Co. account, which was handled out of Compton's Milwaukee office (AA, March 30). The agency closed its Milwaukee office June 30.

Last May, Ray Gomber was named to head Compton's new midwest business and industrial division out of the Chicago office. In August, E. Dean Landis, vp in charge of midwest operations, took charge of the Chicago office following Mr. Holmberg's resignation.

■ For Henri, Hurst, however, the loss of Perfect Circle Corp. capped a painful business year, in which 13 accounts moved out of the agency.

In addition to Perfect Circle, Henri, Hurst lost two other key accounts this month in Coopers Inc., Kenosha, Wis., which also bills about $750,000, and Thomas Industries, Louisville, an account billing an estimated $450,000. The agency will continue to bill on Coopers until June 30, 1960, and on the other two accounts until Dec. 31.

Martin Zitz, president of Henri, Hurst, blamed the business setbacks on "poor acquisitions," bad luck and "unknown factors." Despite the exodus of the 13 accounts, he predicted that the agency would bill $12,000,000 this year—the same as in 1958 and 1957—but he predicted that 1960 billings would be down at least $1,200,000.

■ In commenting on the four "acquisitions" made by the agency over the past three years, Mr. Zitz complained that the agency lost money on most of the accounts brought into Henri, Hurst by four agency executives—Tim Morrow, Al Stone, C. Wendel Muench and Joe Furth.

"The economics on these accounts turned out to be different after those men joined our agency," Mr. Zitz said. "I feel that they overestimated the billings on the accounts, and it turned out to be impractical to service those clients on a cost basis. Also, many of the accounts cut back on their ad expenditures last year because of the business recession."

■ Following are the four "acquisitions" which turned sour for Henri, Hurst:

• Tim Morrow dispanded his own agency and joined Henri, Hurst in June, 1956, bringing most of his accounts with him. Mr. Morrow left Henri, Hurst in August, 1958, to join MacFarland, Aveyard, taking his accounts with him. He moved on to Biddle Co. last month.

• Joe Furth joined Henri, Hurst in May, 1956, as a vp and member of the executive staff, leaving Ruthrauff & Ryan. He brought Zonolite Co., Chicago, miner and processor of vermiculite, with him. Mr. Furth left Henri, Hurst earlier this year to rejoin Erwin Wasey, Ruthrauff & Ryan, taking the $300,000 Zonolite account along.

• A. B. (Al) Stone, former vp of William Hart Adler Inc., Chicago, joined Henri, Hurst in October, 1957, and brought with him Thomas Industries, Blocksom & Co., Michigan City, upholstery filler manufacturer, and Coralware Mfg. Co., Chicago. Mr. Stone departed from Henri, Hurst last month to Biddle Co., taking with him the three accounts and some $600,000 in billings.

• C. Wendel Muench merged his agency with Henri, Hurst on Jan. 1, 1958. When he left to join EWRR earlier this year, Mr. Muench took with him five accounts—Structo Mfg. Co., Freeport, Ill.; Mavar Shrimp & Oyster Co., Biloxi, Miss.; General Bandages Co., Morton Grove, Ill.; Fuji Trading Co., Chicago, and L. C. Forman & Sons Co., Pittsford, N. Y. Henri, Hurst estimated that the five accounts billed $51,000; Mr. Muench placed billings at $400,000.

■ Henri, Hurst lost a $200,000 account this summer when Linco Distributing Corp., Chicago, shifted its advertising to D'Arcy Advertising. Linco was purchased a week earlier by Climalene Co., Canton, O., and D'Arcy was Climalene's agency.

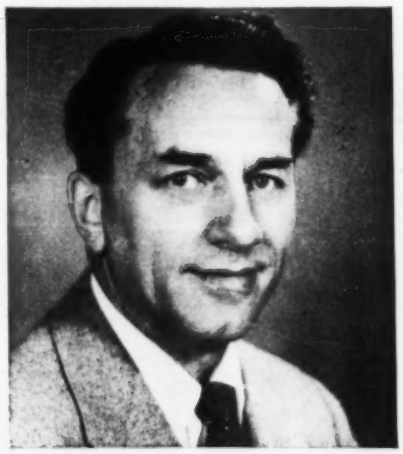
Mr. Zitz told AA that he was "stunned" by the loss of Coopers Inc., manufacturer of Jockey brand underwear, sportswear and hosiery, which had been a Henri, Hurst client for 11 years. "I just don't know why we lost the account," Mr. Zitz said. "There was no advance warning, no indication that they were not happy with our work."

Another account, which stayed at the agency less than a year, was Fairbanks, Morse & Co., Chicago. When Arthur Decker joined HH&M last January as senior vp, the Fairbanks, Morse account, which bills about $275,000, came with him. Fairbanks, Morse, which had a change in top management this year, moved Dec. 1 to Reach, McClinton & Pershall, Chicago, with Mr. Decker remaining at Henri, Hurst.

■ While the agency added no new accounts this year, Mr. Zitz pointed out that three clients—Admiral Corp., Kroehler Mfg. Co. and House of Vision Inc.—increased their ad expenditures some $975,000.

PREFERRED

...with men who make



says **HAL W. FRANCKE**
Manager, Advertising and Sales Promotion
Kearney & Trecker Corporation

"Aside from Industrial Marketing's very excellent, informative editorial coverage, the advertising pages, too, are extremely valuable to us, serving as an up-to-the-minute 'purchasing directory.' Incidentally, every issue of IM is retained for continued reference."

Mr. Francke gained a background in the graphic arts and did a stint as a machinist apprentice before coming to the Kearney & Trecker Corp., designers and builders of precision and production machine tools located in Milwaukee. He started in K & T's personnel and public relations department, but five years later (in 1946) was transferred to the advertising department as assistant manager. In his present position, to which he was promoted in 1956, Mr. Francke is responsible for an advertising program which allocated an estimated $237,000 for space in business publications last year.

says **H. P. BRIGHAM**
Manager of Advertising
American Optical Company

"With such diverse products as eyeglasses and office furniture, it is vital that we keep up with all the markets we serve. Industrial Marketing does a good job in keeping us informed of trends in industry—an important factor in our diversified operations."

Mr. Brigham has devoted more than twenty-five years to the field of advertising, merchandising and public relations. After chalking up service as an executive with four national advertising agencies —for which he handled accounts ranging from pharmaceuticals to automotive products—he joined the American Optical Co. in 1957. Mr. Brigham's professional affiliations include the Optical Manufacturers Association, on whose public relations committee he is active. Founded in 1833, American Optical spent an estimated $183,000 in the business press last year. The company is headquartered at Southbridge, Mass.

Increased ad budgets of clients for 1960 are expected to offset much of the billings from the departed accounts, Mr. Zitz added.

Mr. Zitz admitted that the agency has made few new business solicitations for the past four years. However, he told AA that the agency has an aggressive new business program in the works and he promised that Henri, Hurst would step up its new business activities in 1960.

■ The two key accounts in the agency are Admiral and Kroehler, which are believed to account for more than one-third of the agency's entire billings. In addition, the agency handles Chicago Printed String Co., Holloway House Frozen Foods Inc., House of Vision Inc., H. D. Hudson Mfg. Co., International Shoe Co. (Vitality Shoe Co.), LaSalle National Bank, Uhlemann Furs and Vermont Tap & Die Co.

Mr. Zitz denied a report that the agency is considering selling out to a larger agency. "I am not interested in selling the agency and I have not talked to any agency about such a move for years. As for acquisitions, we will move slowly along this route because of our bad experiences in the past."

Mr. Zitz is the majority stockholder in the agency, owning some 70% of the stock. The remainder of the stock is owned by Arthur Decker, T. R. Chadwick, J. C. Arnold, Charles Pumpian and June E. Tiegs, all executives of the agency. #

Ask Mr. Foster Sets Push

Ask Mr. Foster Travel Service, New York, will test an institutional campaign in newspapers in January. A 60-line ad will be run frequently in 35 cities across the country during the test period, Jan. 24 to March 8. The ad will be headlined "Dream Merchant for Hire—Your Travel Agent," and will promote travel agents in general as well as the Mr. Foster service. The company believes this is the first time a travel agency has undertaken an advertising program on behalf of other travel agents. Needham & Grohmann, New York, is the agency.

Peter Hand Names Two

Peter Hand Brewery Co., Chicago, has appointed Thierry L. McCormick advertising manager. Mr. McCormick was formerly sales manager of the Reserve beer division of the brewer. The brewer also has named Charles DeLorenzo sales promotion manager in charge of Meister Brau and Reserve beers. He formerly was merchandising manager for both brands.

General Card Names Biddle

General Card Co., Chicago, has appointed Biddle Co. to handle advertising for its greeting card and Imperial Beauty cosmetics divisions. Grant, Schwenck & Baker is the former agency for the greeting card division; the cosmetic division had no previous agency.

HONEY BEE—*Hiram Walker is distributing this display to dealers starting in January to help them sell two bottles instead of one.*

'Sunset' Promotes Three

John F. Henning Jr., a sales representative in the San Francisco office of *Sunset Magazine* since 1954, has been promoted to advertising manager of the new Lane Magazine Co., Menlo Park, Cal., effective Jan. 15, according to L. W. Lane Jr., president and publisher of *Sunset Magazine*.

Louis M. Fiorini, advertising sales assistant in the Menlo Park headquarters, will move to San Francisco as a sales representative on *Sunset Magazine*. He will be succeeded by Eugene Elsbree, who joined the company in June as assistant in book and circulation promotion and advertising merchandising.

Hallmark Elects Oakson, Gray

Hallmark Cards Inc., Kansas City, Mo., has elected John J. Oakson a member of the board and D. M. Gray vp in charge of sales. Mr. Oakson will continue as director of advertising and sales promotion. Mr. Gray has been director of sales and merchandising since 1954.

Aris of Paris Names Claire

Aris Gloves Inc., New York manufacturer of Aris of Paris gloves, has appointed Claire Advertising, New York, to handle its advertising.

Remington Joins JWT

Mahlon G. Remington, formerly with McCann-Erickson, has joined J. Walter Thompson Co., New York, as a marketing-merchandising associate.

READING

industrial advertising

says **C. L. ROBINSON**
Vice-President
Potts-Woodbury, Inc.

"For use in preparing 1960 budgets, two of our major clients wanted a report on trends in: (1) allocating budget funds to six main marketing-communications components (2) projecting the corporate image (3) upgrading management's attitude toward advertising. Three evenings with back issues of Industrial Marketing yielded a reference file of twelve articles on these subjects for our industrial planning staff. This is typical of the importance of IM to us."

Before entering the agency field, Mr. Robinson had been advertising and sales promotion manager of the Columbian Steel Tank Co. and acting advertising manager of the Loose-Wiles Biscuit Co. For 15 years he was account executive with the Ferry-Hanley agency and, in 1942, he became a partner in the R. J. Potts-Calkins & Holden agency — now Potts-Woodbury, Inc. P-W has a variety of clients, but industrial and farm equipment advertising account for a sizable portion of its volume. This Kansas City (Mo.) agency represents such firms as Armco Steel (Sheffield Division), International Paper and Union Wire Rope, and places more than $1,000,000 in business publications annually.

INDUSTRIAL MARKETING

The magazine of selling and advertising to business and industry

200 EAST ILLINOIS STREET
CHICAGO 11, ILLINOIS

630 THIRD AVENUE
NEW YORK 17, NEW YORK

ABC ABP NBP 1 Year (13 issues) $3

the association of
art
studios in Chicago, inc.

- ART PLUS, INC.
- BERLET ANDERSON MARLIN, INC.
- CARNAHAN HANSON CO.
- COMMERCIAL ILLUSTRATORS, INC.
- COVENTRY, MILLER & OLZAK, INC.
- GRANT JACOBY STUDIOS, INC.
- KLING BIELEFELD STUDIOS, INC.
- KOOPMAN NEUMER
- HOOVER & KERN STUDIOS, INC.
- NUGENT WILLIAMS STUDIOS, INC.
- PACE STUDIOS
- PROMOTIONAL ARTS, INC.
- BERT RAY STUDIOS
- VOGUE WRIGHT STUDIOS
- WHITAKER GUERNSEY STUDIO, INC.

aasc 1000 advertising artists
SERVICE · DEPENDABILITY · INTEGRITY

the Association of Art Studios in Chicago, inc.
20 North Wacker Drive, Chicago 6, Illinois
R. A. Good, Executive Secretary

PHOTOGRAPHIC REVIEW

Knoblauch Gettelman Grabin Shaw

AGENCY LAUNCHING—*About 150 clients and media people attended an open house at the Milwaukee Press Club given by Grabin-Shaw Advertising, newly formed affiliate of John W. Shaw Advertising, Chicago. Mr. Grabin formerly headed Arthur Meyerhoff & Co.'s Milwaukee office, which has been closed. The Grabin-Shaw offices will be at 759 N. Milwaukee St. Shown here are Frank J. Knoblauch, vp, Wisconsin & Michigan Steamship Co.; Thomas R. Gettelman, president, A. Gettelman Brewing Co.; George Grabin, president of Grabin-Shaw; and John W. Shaw, president of the Shaw agency and board chairman of Grabin-Shaw.*

TV TALK—*Lester Barnhill, national ad manager of the Miami Herald, and Frank Dunbaugh, associate professor of marketing at the University of Miami, discuss the role of advertising on a program moderated by Prof. Dunbaugh on the educational tv channel of Greater Miami.*

MOVIE—*The New York chapter of the Assn. of Industrial Advertisers will make a movie on direct mail based on the presentation shown here. Titled, "Mail Against Mail," the movie, in pantomime with background narration, will show the part direct mail techniques play in penetrating sales resistance. It will be available to local advertisers and AIA chapters.*

SUBWAY ART—*A collection of 60 reproductions of art masterpieces has been put on display in a concourse in the Chicago subway by Schenley Industries, which used reprints of the paintings in holiday wrappings for its liquor (AA, Oct. 5). Bishop McLeod, special events director of Schenley, examines one of the reprints with Dorothy Weber, of the Chicago Public Library. The company will donate the exhibit to the library after the showing ends Jan. 8. Nineteen of the reprints are of masterpieces hanging in museums in Moscow and Leningrad. Full color reproductions of these have never before been available.*

AD-VENTURES AWARD—*Associated Business Publications in 1960 will present this full-scale replica of an early American auto as a special award to the advertising manager of the company that wins ABP's award for the most dramatic business advertising effort of 1959. Called the Surrey by its manufacturer, the car is powered by an 8 hp gasoline engine and will do 35 mph. It has a self starter, sealed-beam lights and turn signals. It will be presented at the ABP awards ceremony April 29 at the Waldorf-Astoria in New York, for the best business paper advertising in various categories published in 1959. Shown in the car is Donald W. Dragon, president, Duncan-Brooks, Garden City, N. Y., agency, with Myrna Kaufman, assistant director of the ABP advertising awards, polishing the brass headlamps.*

MacFarlane Lesser Dentan de Garmo Mohr

10TH ANNIVERSARY—*Five presidents line up for the cameraman at the tenth anniversary celebration of de Garmo Inc., New York agency: John MacFarlane, president of Youngs Rubber Corp. (de Garmo client since the agency's founding); Harry Lesser, president of Cresca Co. (client for eight years); Rene Dentan, president of Rolex (client for ten years); John de Garmo, president of the agency and newly elected member of the Young Presidents Organization, and Jack Mohr, president of Tintex.*

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olis," as Mayor Boswell
a city coming of age."

The new Norfolk: Out of the backwater and into the main stream of commerce

VISION IN VIRGINIA

The port city of Norfolk, Va., has been called many things in its frowsy past, most of them by sailors, and most of them unprintable. In the coming decade, even the sailors are certain to pipe a happier tune.

By 1970, if not long before, the new Norfolk will throw an old salt off his bearings. Instead of the dingy slums and flophouses a sailor might remember, he will find a gleaming modern city of new homes and apartment houses, handsome public buildings, attractive shops, and broad new streets and thoroughfares.

The most ambitious project of Norfolk's entire ambitious program of rehabilitation is a $148 million, 17-mile bridge and tunnel north across the mouth of Chesapeake Bay from the city to Cape Charles on Virginia's eastern shore. Scheduled for a start early in the coming decade, the giant span will put Norfolk directly on the fastest route between New York and Florida—the Federal ocean highway then will bypass the circuitous existing route through Baltimore, Washington, and Richmond.

Norfolk will be prepared for its new eminence as the major East Coast city between New York and Miami. A pioneer in urban renewal (it started its planning in 1948, a year before the Federal Housing Act provided government subsidies), it is in the full and vigorous labor of rebirth.

Already accomplished or scheduled for completion by the mid-Sixties is the redevelopment of more than 400 acres of squalid slums and blighted commercial properties. They are making way for:

▶A $15 million civic center.
▶A $10 million medical center to serve the entire region.
▶Three low-rent housing communities, making a total of 3,428 dwelling units.
▶A $6 million, thirteen-story hotel.

What does it all mean for the Sixties?

Norfolk, already Virginia's biggest metropolis (population: 605,000), is expected to top 700,000 by 1970. Once the Chesapeake Bay crossing is completed, Greater Norfolk, the experts say, will burst into the millions and become the South's leading market. "As soon as the tunnel is in," says Charles Agle, Norfolk's master planner, "Norfolk will be the Manhattan of the South."

Age of the Pacific

In Conestoga wagons they used to come West—slowly, painfully, fighting Indians along the way. Now they come in chromium-plated comfort, by car, and train, and jets. Once they swarmed to the area in search of gold; now they are lured by high pay, golden sunshine, and promise of the good life. Each day, the influx grows. In ten years, the population of the Pacific and Mountain states alone has risen almost 40 per cent (to 27,004,000); in ten years more it should rise another 22 per cent.

Get along, Little Dogie, get along—

THE 60's
THE AGE OF MAN IN SPACE

The Virginian-Pilot and the Ledger-Star

The Most Powerful Advertising Medium Serving the Norfolk-Portsmouth Market . . . Virginia's only Billion Dollar Market!

Florida Citrus Commission Bolsters Campaign

The Florida Citrus Commission has dipped into an advertising reserve fund to follow up a $3,300,000 frozen orange concentrate campaign.

The commission has agreed to spend $53,000 of a $125,000 concentrate advertising reserve to plug continued retail sales of concentrate in 22 major markets. 22 producers of frozen orange concentrate have concluded an ad program to move bulging inventory. The one-shot ad will be carried in 31 newspapers in the 22-market area, making use of a combined circulation of 11,000,000, according to Benton & Bowles, agency in charge.

Alex Franz Adds Pentron

Pentron Corp., Chicago, manufacturer of tape recorders, has named Alex T. Franz Inc., Chicago, to handle its advertising, effective Jan. 1. The account, which has been billing an estimated $75,000, formerly was handled by Garfield-Linn & Co., Chicago.

American Brakeblok to Allman

American Brakeblok Division of American Brake Shoe Co., Troy, Mich., has appointed Allman Co., Detroit, to handle its advertising. Fuller & Smith & Ross, Cleveland, is the former agency of record.

FRESNO
PICTSWEET USES THE FRESNO GUIDE FRESNO, CALIF.
·GUIDE·

PHONE FASHIONS—*To promote its Ericofon outside its franchise area, North Electric Co., Galion, O., joins with Best & Co., New York department store, in an eight-page section in the January Glamour Incorporating Charm. Coleman, Todd & Associates, Mansfield, O., is the agency for North Electric.*

North Aims Ericofon Ads at Independent TelephoneCompanies

GALION, O., Dec. 23—North Electric Co. will tackle a tough marketing problem next year with a $250,000 advertising budget.

The job is to create public demand for its modern Ericofon telephone, and to get more of the nation's independent telephone companies to make it available to subscribers.

The Ericofon, developed by North's parent company, L. M. Ericsson Co., Stockholm, is a modern one-piece instrument with the dial contained in the base. The base also contains the mouthpiece, and the entire set is held like a conventional hand set when in use.

■ North Electric will spend about $100,000 in shelter and fashion magazines, and some business magazines may be added to the schedule.

The Ericofon will be featured as a fashion tie-in with Best & Co., New York based department store chain, in an eight-page section in the January issue of *Glamour*. The tie-in will also extend to several Best window displays, plus mailings of reprints of the *Glamour* ad to some 170,000 customers of Best's 18 stores.

The section was devised by Norman Margolis, promotion director of Best & Co.; Richard Shortway, ad manager of *Glamour*, and William D. Wilson, ad director at North Electric. It was placed by Best's agency, Leonard Gussow-James Hyman Advertising Agency, New York.

Realistically, North can hope to have its Ericofons available to only 10% of the phone subscribers at best—that's about 6,000,000 subscribers. The other 90% are serviced by the Bell Telephone System, which allows only Western Electric Co. phones to be installed.

And at present, General Telephone Corp., the largest independent company, with over 2,000,000 subscribers, services its customers with equipment made by Automatic Electric Co.

The other 3,000,000 to 4,000,000 homes are serviced by about 4,000 independent telephone companies.

During the two and one-half years that North has been promoting its Ericofon in the U. S., about 75,000 units have been sold, most of them through 1,000 of the independent companies.

■ In addition to the $100,000 North will spend in magazines, another $150,000 will be spent on selling the Ericofon to other telephone companies, and to advertise the set to potential users through these companies.

North offers sales aids, envelope stuffers, counter cards, ad mats and tv films to these companies to promote the Ericofon to subscribers.

Everybody is reaching for an Ericofon
...Today's most modern conversation piece
The Dynamic Force in The Telephone Industry
NORTH ELECTRIC COMPANY
Galion, Ohio

REACH—*Using magazine ads like this, North Electric Co., Galion, O., hopes to reach subscribers to the nation's 4,000 independent telephone companies.*

North will also continue to give its phone instrument a major share of its advertising schedule in two trade books, *Telephony* and *Telephone Engineering & Management*.

The company, which also makes telecommunications systems and components, has set its 1960 sales goal for Ericofon at between 35,000 and 50,000 units.

The parent company, Ericsson, began development of the Ericofon about 15 years ago, but sales in other countries did not begin to spurt until North, in 1957, began national advertising in the U. S. There is now a growing demand for the phones, notably in Europe and South America, the company reports.

■ Mr. Wilson said the company has spent about $100,000 in national advertising for the instrument since 1957. Coleman Todd & Associates, Mansfield, O., is the North agency.

It would be notable, indeed, if North managed to create demand sufficient to lead Bell Telephone to accept the Ericofon, especially since Bell is experimenting with several new telephone styles of its own (AA, Sept. 21).

Mr. Wilson pointed out, however, that a demand for this type of instrument might lead Bell to come out with a similar model. This, it is believed, would lead to a big breakthrough for North's Ericofon with the rest of the independents, many of which follow Bell's leadership. #

Consent Settlement Enjoins Hoover Co. From Price Dealing

WASHINGTON, Dec. 22—The Department of Justice has announced a consent settlement of an anti-trust case which charged that Hoover Co. sought to stabilize prices of its vacuum cleaners by preventing retailers from selling machines to discount sellers.

Under the agreement, Hoover is enjoined from restricting retail dealers in their freedom to resell Hoover vacuum cleaners. The company is precluded from entering into "fair trade" agreements in New York state and New Jersey for one year, and from disseminating suggested retail price lists to retail dealers in the New York metropolitan area for two years. #

Branham Opens in Minneapolis

Branham Co., advertising sales representative, has opened an office in the Northwestern Bank Bldg., Minneapolis. John Wolf, formerly in Detroit, will handle the newspaper division. Robert Brockman, previously in Chicago, will handle the broadcast operation. Branham also has named James S. Gessner, previously a time buyer at J. Walter Thompson Co., a radio salesman in New York.

Dean Joins O'Rourke

Mel Dean, formerly director of advertising and pr of American Building Maintenance Co., San Francisco, has joined John O'Rourke Advertising, San Francisco, as an account executive.

'Diesel Progress' Moves Office

Diesel Progress, published by Rex W. Wadman, is moving its office to 9110 Sunset Blvd., Los Angeles, effective Dec. 29.

Don't make the same mistake twice

BUY NEGRO RADIO THIS TIME!

Mistakes can be costly! This time remember this PROVEN fact! You best sell to Negroes *with Negro Radio*. It's true some read papers and magazines and some watch TV, but *95% of all Negroes listen to radio!* Rounsaville Radio programs 100% to Negroes *with* Negro performers. All six Rounsaville stations are Number-One Rated by *BOTH* Pulse and Hooper! Get the facts on the tremendous rise in income, increase in population, standard of living and best of all—the BUYING POWER of the Negro Market . . . $824,219,000 *AFTER* taxes in the Rounsaville coverage area! Call Rounsaville Radio in Atlanta, John E. Pearson, or Dora-Clayton in the Southeast today!

Personal Letter

Don't be misled that Negroes will buy anything. Negro incomes have increased 192% since World War II . . . today's Negro is a selective buyer of quality items. Negroes are intensely loyal to products in which they believe. One outstanding, vital fact is that they *do believe* what they hear on their own radio. When one of their favorite personalities voices the selling message for a product it is believable. And with the believability comes sales. No matter what your budget for these six important markets . . . no matter how many media you use . . . a proper part of your advertising dollar MUST go to Negro Radio or you're missing this market! Experience IS the best teacher. Experience Rounsaville Radio—one of the oldest and the *largest* broadcasters in Negro Radio!

ROBERT W. ROUNSAVILLE
Owner-President

FIRST U. S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN SIX BIG MARKETS

WCIN 1,000 Watts (5,000 Watts soon)—Cincinnati's Only all Negro-Programmed Station!
WLOU 5,000 Watts—Louisville's only all Negro-Programmed Station!
WMBM 5,000 Watts — Miami-Miami Beach's only full time Negro-Programmed Station!
WVOL 5,000 Watts—Nashville's only all Negro-Programmed Station!
WYLD 1,000 Watts — New Orleans' only full time Negro-Programmed Station!
WTMP 5,000 Watts — Tampa-St. Petersburg's only all Negro-Programmed Station!

BUY ONE OR ALL WITH GROUP DISCOUNTS!

ROUNSAVILLE RADIO STATIONS

Peachtree at Mathieson, Atlanta 5, Georgia

ROBERT W. ROUNSAVILLE, *Owner-President*
JOHN E. PEARSON CO., *Nat'l Rep.*
HAROLD F. WALKER, *V.P. & Nat'l Sales Mgr.*
DORA-CLAYTON, *Southeastern Rep.*

If you are not getting Powderless Etched *copper* process or monochrome reproductions from your engraver, you are being short changed out of a development of vast importance affecting quality in the publication run.

This is straight talk to you engraving buyers.

HM **HUTCHINGS & MELVILLE, INC.** *Photoengravers*
SPECIALISTS IN POWDERLESS ETCH OF *copper* ORIGINALS
4043 North Ravenswood Avenue, Chicago 13, Illinois

Equipped with COLOR SPLITTER, KLIMSCH CAMERA, 4 COLOR 604 PRESSES

Newsprint Use in U.S. in '60 Seen at 7,400,000 Tons

NEW YORK, Dec. 23—U.S. newsprint consumption is expected to reach 7,150,000 tons in 1959 and 7,400,000 tons in 1960. This compares with 6,600,000 tons in 1958, and the record high of 6,899,000 tons in 1956.

This new estimate was just released by the Newsprint Assn. of Canada.

"The vigorous increase in world newsprint demand experienced in 1959," the association's release said, "will continue in 1960.

"At the same time, generally improved operating ratios for the world's newsprint mills are predicted as output in 1960, for the first time in three years, is expected to increase more rapidly than capacity."

Production by Canadian newsprint mills for 1959 is estimated at 6,400,000 tons, and Canadian mills are expected to produce 6,600,000 tons in 1960.

"In the North American market, where Canadian mills sell 87% of their output," the report said, "strengthening demand coupled with only minor increases in capacity will reduce standby capacity by some 300,000 tons next year. Consequently, the operating ratio for the Canadian industry is expected to exceed 87% as compared with an estimated average of 85% this year.

■ "U.S. newsprint consumption, the key factor in assessing Canadian shipments," the report said, "jumped 7.6% in 1959 and is expected to rise further in 1960. At the same time, Canadian shipments to the U.S. market will rise from about 4,800,000 tons in 1958 to 5,100,000 tons this year and an estimated 5,300,000 tons in 1960.

"Although the Canadian share of the U.S. newsprint market declined from 82% in 1946 to 71% this year, many observers consider this a return to normal levels following immediate postwar shortages. The major break occurred in the past four years, when U.S. mill capacity expanded rapidly.

"Indications are that the expected increase in U.S. supply forecast for 1960 will be shared by the U.S. and Canadian mills roughly in proportion to their current market shares." #

Purex Buys NBC-TV Specials

Purex Corp., South Gate, Cal., will sponsor five hour shows and one-half of two others on NBC-TV. The first show in the purchase will be a special, "Call Me Back," starring Art Carney, on Saturday, Jan. 16, at 9:30 p.m., EST. Purex will be full sponsor of two "Project 20" shows, "Not So Long Ago" on Feb. 19 and "Mark Twain's America" on April 22, at 8:30 p.m., EST, as well as two "Sunday Showcase" dramas on March 27 and June 12 at 8 p.m., EST. The company will be half-sponsor for the two-part Sacco-Vanzetti dramatization on "Sunday Showcase," May 22 and 29. The order was placed through Edward H. Weiss & Co.

Bridal Institute to Graff

American Bridal Institute, New York, which represents a group of hotels in Canada, the U. S. and the Caribbean, has appointed Harry W. Graff Inc., New York, as its first agency. A campaign in newspapers and bridal and general magazines is planned, supplemented by consumer direct mail, by literature distributed in bridal salons of stores, and by mailings and personal contact with travel agents. Tie-in promotions with national advertisers are also planned, along with booths at such events as the home show in the New York Coliseum.

Courtaulds Names Three

Courtaulds (Alabama) Inc., New York, has reorganized and expanded its market development and public relations department, which is headed by Royston E. Dunford. William E. Totten, formerly an advertising executive with Graham Inc., has been named advertising manager. He assumes duties formerly handled by Homer M. Carter Jr., merchandising and marketing manager. George A. Stanley has been named to the new post of merchandising manager for apparel. He previously held a similar position with Dow Chemical Co. Betsy Baker, formerly a retail coordinator with the Belfast division of Deering Milliken, has been named fashion coordinator, a new title.

Gropp Heads Media Assn.

Marvin M. Gropp, First Three Markets Group, has been elected president of the Media Research Directors Assn., a New York discussion group now in its 10th year. Other new officers are Elizabeth Allen Losey, Fawcett Publications, vp; Teresa C. Cohalan, *American Home*, secretary-treasurer, and Tom Coffin, National Broadcasting Co., director-at-large.

Schell Named Copy Director

Fessel, Siegfriedt, Dooley & Moeller, Louisville, has appointed Audrey Schell copy director. Mrs. Schell was formerly a copywriter at Zimmer-McClaskey.

PACKAGED PROMOTIONS

Servicing more than 1700 radio stations for national brands

low cost proven performance

AL PETKER/GIFTS FOR LISTENERS

Beverly Hills, California

The difference between good and great in Minneapolis-St. Paul Television is . . .

LEADERSHIP

WCCO 4

A station must serve the community well to gain the acceptance of its viewers. As the leader in the Twin City Market, WCCO Television recognizes the obligation which leadership implies.

CBS in the Northwest *Represented by Peters, Griffin, Woodward, Inc.*

Compton Closes in Portland

Compton Advertising, New York, will discontinue its branch office in Portland, Ore., March 1. In making the announcement, Barton A. Cummings, president, said, "Operation demands on our Portland office have been lighter than we had anticipated, and it is evident that our well-staffed offices in San Francisco and Los Angeles are sufficient to render prompt, efficient service on the West Coast to our national accounts."

NOW YOU CAN HAVE A WEST COAST OFFICE!

Account Supervisor (4A Agency) with experience in food, drug, automotive and transportation accounts is ready to service your West Coast clients.

Experienced in nearly every phase of agency operations, 25 years Los Angeles residence and complete understanding of the West Coast Market. Send inquiries to Box 851, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

Merchandising Ideas

Eagle Leather Gives Calendar

• Eagle Ottawa Leather Co., Grand Haven, Mich., is sending to customers and friends an unusual leather 1960 calendar with a note from Edward A. Meany Jr., sales promotion manager. Mr. Meany reminds the recipient of Eagle Ottawa's services and special features of its leathers.

Hess & Clark Gives Eggs

• Hess & Clark, division of Vick Chemical Co., Ashland, O., is making thousands of dozens of eggs available to citizens around the U.S. where poultry conventions and fairs are being held, a part of a year-round, national promotion designed to aid the poultry industry. The egg (laid by chickens fed on feed containing Hess & Clark's product, nf-180) is distributed in a glassine paper sack with a folder describing "the golden goodness of eggs" and a salt dispenser from Morton Salt Co., which is cooperating in the promotion.

The "golden goodness of eggs" also is promoted on Hess & Clark's "Red Foley Show" on NBC. Coordinating the promotion is Klau-Van Pietersom-Dunlap, Hess & Clark's agency.

Agency Hosts U of I Students

• In an all-day workship - seminar presented by members of the agency staff, Grubb & Petersen Advertising, Champaign, Ill., showed 62 senior advertising majors from the University of Illinois exactly what an advertising agency does and how it does it. First suggested by Grubb & Petersen and arranged with the cooperation of Professor Charles H. Sandage, head of the department of advertising, college of journalism and communications, and Professor Harvey W. Huegy, head of the department of marketing, college of commerce, the day was planned for two purposes: To show advertising majors how classroom theory fits into the practical solution of clients' problems and to acquaint them with the variety of job opportunities in agency work.

Bank Offers 'BH&G' Books

• As an inducement to prospective new customers, Chicago National Bank, 120 S. LaSalle St., is offering any one of four *Better Homes & Gardens* "idea books" to customers who open a new savings account or special checking account with a deposit of $50 or more or rent a safe deposit box. The bank also is making the same offer to present customers who add $50 to a present savings account or rent a safe deposit box.

Chicago National employes also are encouraged to bring in new customers, and employes receive their choice of the books for each referral that is signed up. Cooperating in the promotion is Meredith Publishing Co., publisher of *BH&G* and the "idea books." The program is being backed with newspaper, tv and direct mail advertising as well as displays at the bank.

GOOD EGGS—*Klau-Van Pietersom-Dunlap "practices what it preaches" by handing out hard-cooked eggs, salt dispensers and promotional material on the "golden goodness of eggs" to agency visitors in Milwaukee, part of the program for its client Hess & Clark. Jack Cary (left), of Loose-Leaf Press, and Donald R. Langer, American Metal Market, sample "nature's masterpiece of nutritional balance" in the agency's reception room.*

SAVINGS SPECIAL—*Joe Pahr, vp of Chicago National Bank, and Betty Grayson, field editor of Meredith Publishing Co., look over the bank's floor display of Better Homes & Gardens "idea books" being offered as an inducement to customers to open or add to their accounts.*

Dayco Sends Yule Wrapping

• Dayton Industrial Products Co., Melrose Park, Ill., a division of Dayton Rubber Co., sent an original Christmas mailing piece to printers, press room superintendents and foremen and others in the printing production fields. Two sheets of Christmas wrapping paper were accompanied by a covering letter signed by N. J. (Call me Santa) Neilson, sales manager, Dayco department. The Christmas wrapping was imprinted with several cartoons used in the Dayton "Remember When" direct mail series to the printing trade during the past three years.

Mr. Neilson's letter began, "I feel like Santa Claus, partly because of the 'advertising' that's enclosed with this letter. When someone suggested Christmas gift wrapping paper as an example of printing done with Dayco equipment, I thought such advertising might be a bit out of place. . until I saw the piece itself. . ." The letter concluded: "I'm sure that Dayco equipment on your presses will help you enjoy, in the future, what I wish you now . . . a merry, merry Christmas." The band around the paper had imprinted a blank which the recipient could mail to Dayton

Picture Q*

***What's your WOODquotient?**

Market Planning Corp. says most housewives listen between 6:00 — 9:00 a.m. How many more listen to WOOD at that time? 25% 50% 100%

What is the accumulated on-the-air radio experience of our WOODpersonalities? 69 YEARS 99 YEARS 149 YEARS

(*25% more than the 2nd station, a whopping 100% more than the 3rd!)* (1.49 years . . . all of them successful selling airwaves)*

What percentage of Michigan's retail sales — outside Detroit — come from greater WOODland? 20% 30% 40%

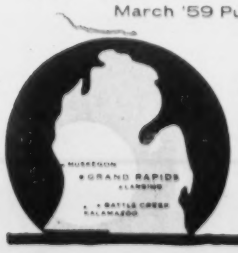
WOOD-AM has grown with Western Michigan. How long has it served this area? 25 YEARS 35 YEARS 45 YEARS

(Excluding Detroit, 10% of Michigan's retail sales come from greater WOODland) (WOOD has been Grand Rapids only station 16 years, its favorite for 35)

How to rate your WOODquotient:

0 right — Yeah, we know . . . you're in the traffic department.
1-2 right — Never bought spots in the Midwest, eh?
3 right — Fine! Now, about increasing your schedule . . . .
4 right — Why aren't you working for Katz?

*WOOD-AM is first—morning, noon, night, Monday through Sunday March '59 Pulse Grand Rapids—5 county area



WOOD AM TV

WOODland Center, Grand Rapids, Michigan

WOOD-TV — NBC for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing. WOOD — Radio — NBC.

Siouxland is a BIG Market

48 counties in the corner of 4 states —pop. 816,300.

Siouxland is a RICH Market

Effective Buying Income $1,327,551,000.00

Retail Sales $990,585,000.00

Gross Farm Income $1,268,646,000.00

Siouxland is a BUYING Market

Siouxland '59 Retail Sales 10.3% ahead of '58 and a top ranking High Spot City 23 of the last 24 months according to Sales Management.

Siouxland is a BIG-RICH-BUYING MARKET

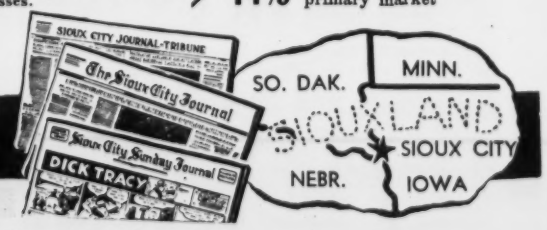
(A BILLION DOLLAR Sioux City, Ia., MARKET)

You can unlock the **FULL SALES POWER** of your advertising by using the pages of Siouxland's big, family newspaper, The Sioux City Journal and Journal-Tribune.

SIOUXLAND is a ONE MEDIA MARKET

Dominant coverage of Siouxland is yours through one—and only one—Media, The Sioux City Journal and Journal-Tribune, the overwhelming choice of Sioux City's 1,746 retail businesses.

100% coverage in Sioux City
92% coverage in 4 nearest counties
74% coverage in 12 county primary market



The Sioux City Journal
JOURNAL-TRIBUNE

Jann & Kelley Inc.—National Representatives

Industrial for information about Dayco products. #

Stereo Displays Boost Travel

• Continental Airlines is aiming to turn waiting time to fun for customers and profit for the airline with View-Master stereo picture displays which have been installed at its air terminals and travel agencies. Travelers see

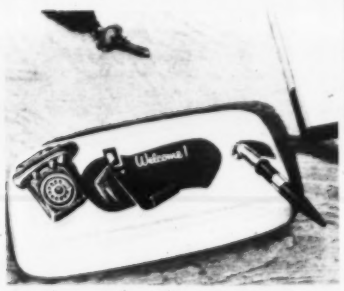
PREVIEW—*Virginia Vandagriff, Continental Airlines counter sales agent in Los Angeles, holds View-Master stereoscope provided so that travelers may see the interior of the company's jets while waiting for tickets.*

the interior of the jet planes and a number of in-flight scenes. Tom Dempsey, Continental director of interline and agency sales, said additional ticket sales have been made as a direct result of customers looking at the 3-D pictures.

The company is planning to distribute additional picture reels that will show scenic places along the routes of its Golden Jet fleet. The display, which includes a wire stand, viewer and seven-scene color picture reels, was developed by Tri-Ads Co., Hollywood.

AT&T Display Says Call Home

• To take advantage of consumers' responsiveness to point of purchase materials, American Telephone & Telegraph Co. is using a practical display piece—a ceramic desk pen set—in its merchandising program. The pen sets are being



SUGGESTION—*American Telephone & Telegraph Co. is providing motels with these desk pen sets which are imprinted with the suggestion: "Why not telephone the folks back home . . ."*

distributed to motels for use on their registration desks. On the front of the set is a message welcoming new guests with the suggestion "Why not telephone the folks back home and let them know you arrived safely," and a miniature telephone. A message on the back reminds the desk clerk to "ask if we can make reservations ahead." The desk pens were designed and produced by Contemporary Ceramics, Chatham, N. J.

Ancient Age Uses Dixieland

• Bourbon St. has joined Madison Ave. in a promotion for Ancient Age bourbon. As part of its ad program to promote Ancient Age, Schenley-I. W. Harper Distillers Co. is offering a special free jazz recording of Dixieland melodies through the end of the year to customers of package stores in 15 states where state regulations allow such distribution. The promotion, keyed to the theme, "Everyone's Swinging to Ancient Age bourbon," has a twofold purpose, according to Frank Flagg, ad director. "The first is to cultivate new markets by encouraging sampling of Ancient Age," he said. "The other is to trade up drinkers of lower-priced bourbon to Ancient Age."

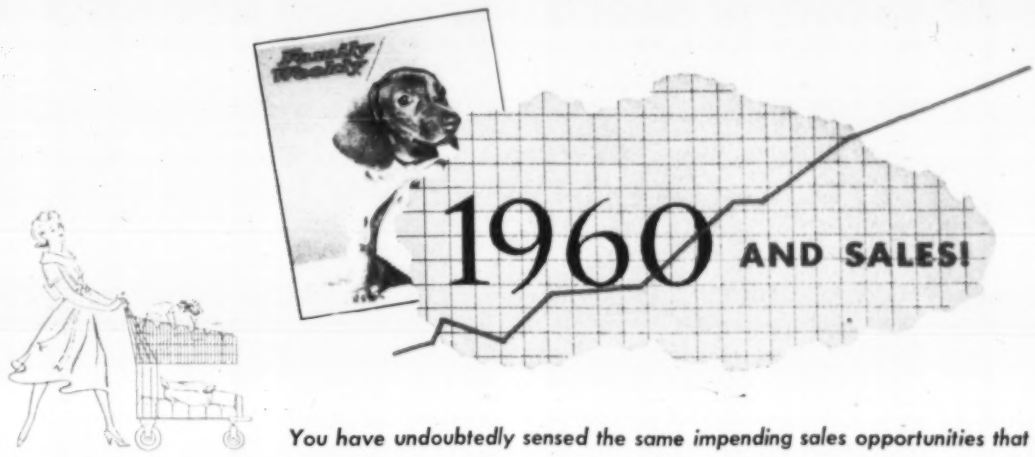
The Dixieland record, on a 33⅓ rpm LP disc, contains such jazz classics as Louis Armstrong playing "Potato Head Blues" and Della Reese singing "You've Been a Good Old Wagon." An announcement at the opening and conclusion of the recording tells the listener that he is being treated to some of the "grandest tunes from Bourbon St. through the courtesy of Ancient Age bourbon."

IF YOU BUY ART AND TYPE

and photography, get ART DIRECTION, The Magazine of Creative Advertising. It's a monthly magazine with a fabulous visual report of WHAT'S BEST. Published since 1949, issues average over 120 pages of tremendous value as an art and idea source. Only $6.00 a year for twelve issues; $10.50 for 24 issues.

get **ART DIRECTION**

A27, 19 W. 44th Street, New York 36, N. Y.



You have undoubtedly sensed the same impending sales opportunities that we do.

ARE YOU READY TO TAKE OFF?

The dramatic count-down has started for the launching in 1960 of the most explosive growth era in the history of American business. Machine tool orders are the largest since March 1957. Piggyback railroad freight is up 51.6% over 1958. American industry expects to step up capital spending during the first quarter of 1960 to a seasonally adjusted annual rate of $34.4 billion. Assets of U.S. life insurance companies increased $4.4 billion during the first nine months of 1959. All over America, throngs of customers jammed stores buying holiday gifts during December, and a recent survey on the retail sales outlook for the Spring of 1960 shows overwhelmingly that a gain of 6.5% is expected.

These are all basic signs of the economic times. It seems certain that the 1958 recession and the steel strike have created a pent-up demand for automobiles and appliances, homes and furnishings, convenience foods, vacation travel, boats and motors, power tools and an infinitive variety of other goods as new or replacement purchases. You'll have more people to sell . . . and they'll have more money to spend for what you sell.

MEDIA PLANNING TO REACH *EVERY* MARKET SEGMENT

Marketing experts and merchandisers are stepping up the range and pace of their programs to win a bigger share of the 1960 market. Competition will come from new products, new packaging, aggressive merchandising and expanded sales forces.

And it will all be powered by advertising. The key will be bringing added sales pressure to bear where

new sales and higher profits can be made. FAMILY WEEKLY can make a vital contribution to the success of that purpose.

CONCENTRATED CIRCULATION IN EXCLUSIVE, NON-DUPLICATED MARKETS

Advertising and selling efforts for your vitally important plus business will be most productive where the major population growth is taking place. Successful sales programs on a national scale will take into account the shifting of plants, payrolls, population and purchasing power to the newly important "middle markets."

The 4,814,512 circulation of FAMILY WEEKLY has been carefully built to offer national advertisers coverage-in-depth of those markets through 188 influential newspapers. It is significant that the circulation of FAMILY WEEKLY newspapers has increased year after year faster than the average of all U.S. Sunday newspapers. They have added readers while out-of-town newspapers from bigger metropolitan cities have lost circulation in these markets. They have successfully grown in size and influence concurrently with the expansion of population and retail sales in their markets.

FASTEST GROWING SUPPLEMENT . . . IN AMERICA'S FASTEST GROWING MARKETS

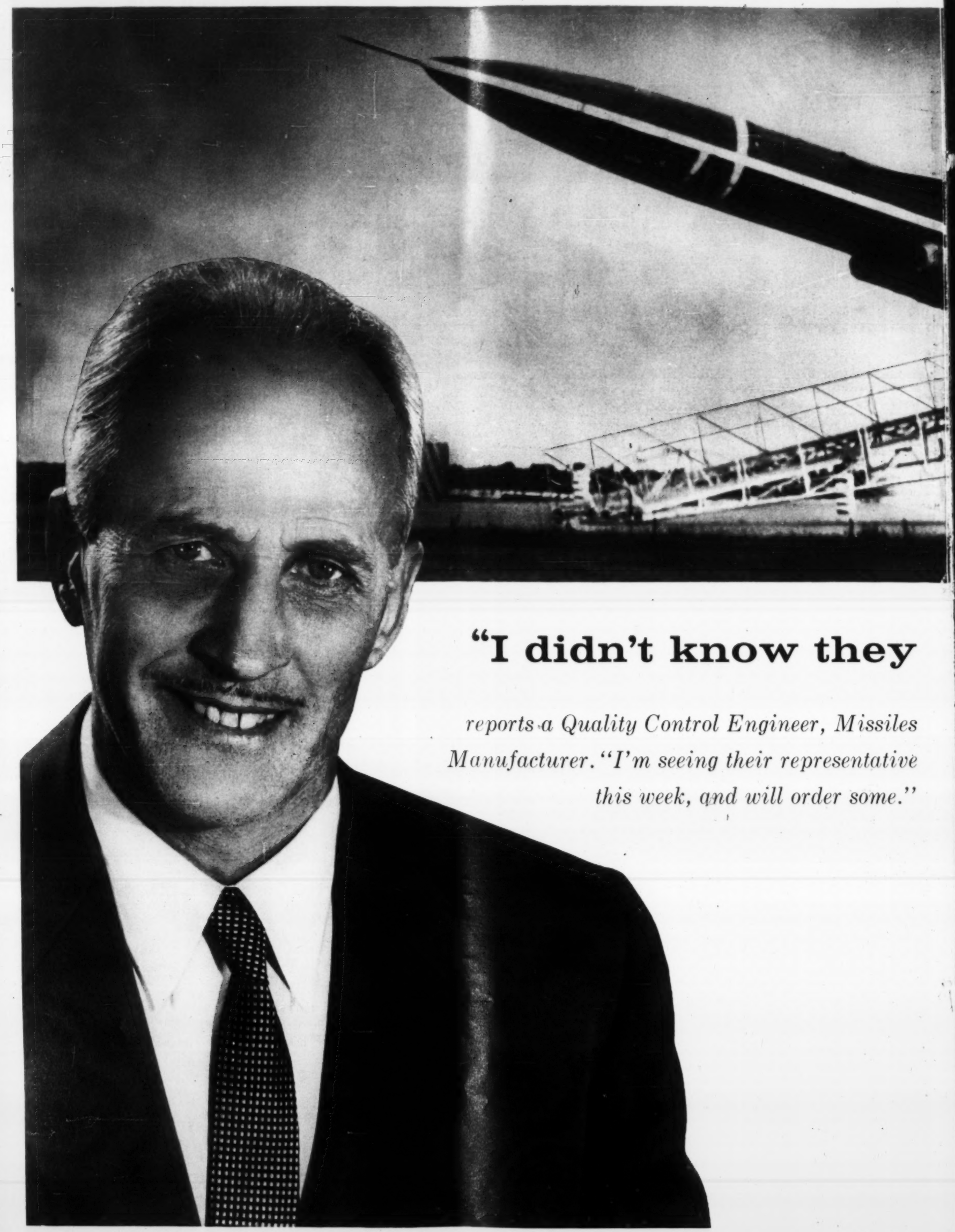
The circulation gains of our subscriber newspapers have been a factor in the six-year growth of FAMILY WEEKLY. The 188 markets delivered by FAMILY WEEKLY account for 15% of all U.S. retail sales, a unique consumer sales potential that cannot be successfully reached in equal depth by other media.

Yes, if 1960 is to be the year *it can be* for your products, here is the fertile soil where rich and profitable sales results can be cultivated. And, as the FAMILY WEEKLY markets continue to expand during 1960 and the years to come, the seeds of consumer acceptance you plant there now will yield continuing sales and profits.

Family Weekly

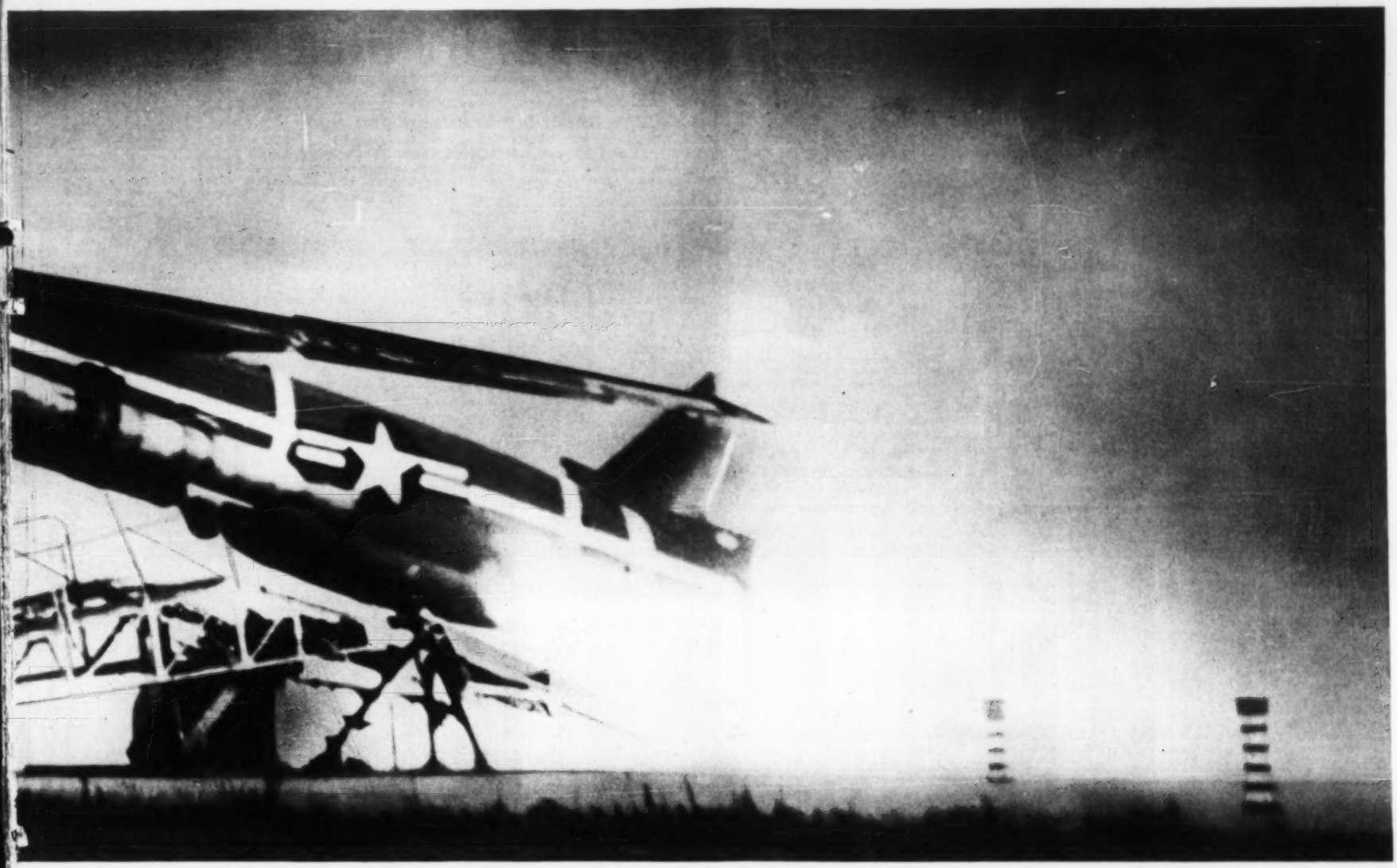
Leonard S. Davidow, Publisher
Patrick E. O'Rourke, Advertising Director
153 North Michigan Avenue, Chicago 1

NEW YORK 22: 405 Park Avenue
DETROIT 2: 3-223 General Motors Bldg.
CLEVELAND 15: 604 Hanna Bldg.
ATLANTA 3: Cagill, Pirnie & Brown, 1722 Rhodes Haverty Bldg.
LOS ANGELES 4: 3670 Wilshire Blvd.
SAN FRANCISCO 5: Lee T. Weston, 235 Montgomery Street



"I didn't know they

reports a Quality Control Engineer, Missiles Manufacturer. "I'm seeing their representative this week, and will order some."



had this new gauge till I saw the ad,"

This is a *direct quotation* from a McGraw-Hill subscriber. His answer to the question of how he responds to advertising, just as the other direct quotations here, comes from continuing readership studies. These studies show the kinds of buying action stimulated by advertising in McGraw-Hill publications.

"This ad shows something we need, and contemplate buying. I'm going to investigate it, and discuss it with the Board."
President, Mining Company

"Having read the ad, I expect to contact their local man and arrange for a demonstration."
Shop Superintendent, Common Carrier

"The ad caught my eye, so I wrote for and received samples. Now we're going to order some."
Vice President, Food Manufacturer

"After I saw the ad, I went over it with my boss. He will get in touch with them."
Air Conditioning Engineer,
Electric Motor Manufacturer

"I just ordered some. We've used their product, and the ad served as a reminder we needed more."
Purchasing Agent,
Plastic Parts Manufacturer

"We made a $4,000 purchase from them as a result of their ad."
Chief Engineer, Contracting Company

"I've been looking for improvements, and this ad shows what I want. I'll certainly put in a trial order."
General Foreman,
Industrial Equipment Manufacturer

"I sent for information on the ad, and will get it to our engineers. We're definitely going to try this."
Vice President,
Truck Trailer Manufacturer

Advertising is a primary tool in selling to business and industry. It will contact prospects, arouse interest, create preference . . . help keep old customers sold. Thus your salesmen have more time for the important jobs of making specific proposals and closing sales.

Advertising *concentrated* in those McGraw-Hill publications serving your major markets *helps to sell* your products and services. Your McGraw-Hill representative will be glad to furnish additional evidence of buying action you can stimulate among more than a million key men in business and industry who pay to read McGraw-Hill publications.

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N.Y.

December Pages and Linage in Farm Publications

Current Figures for U. S. and Canadian Publications Reporting to Advertising Age

KEY: (mon)-monthly; (sm)-semi-monthly; (bm)-bi-monthly; (bw)-bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly.

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Dec. 1959	Dec. 1958	Jan.-Dec. 1959	Jan.-Dec. 1958	Dec. 1959	Dec. 1958	Jan.-Dec. 1959	Jan.-Dec. 1958	Dec. 1959	Dec. 1958
General Farm Publications										
§American Agriculturist (sm)	27.9	28.5	362.2	357.4	20,293	20,743	263,673	261,016	18,053	18,718
§Arizona Farmer-Ranchman (bw)	50.6	51.6	686.7	782.6	38,258	39,018	519,186	591,673	37,107	37,708
‡Arkansas Farmer: (mon)										
≠Delta Edition	9.3	—	192.5	—	7,049	—	145,510	—	6,473	—
≠Western Edition	9.7	—	188.9	—	7,343	—	142,832	—	6,767	—
Average 2 Editions	9.5	—	190.7	—	7,196	—	144,171	—	6,620	—
§California Farmer: (bw)										
Northern Edition	41.4	42.0	505.4	553.3	23,819	25,430	388,143	421,174	23,343	24,873
Southern Edition	38.9	40.9	476.0	540.0	22,357	24,770	365,782	404,841	21,881	23,835
Average 2 Editions	40.1	41.4	490.7	546.6	23,088	25,100	376,962	413,007	22,612	24,354
Cappers Farmer (mon)	21.4	23.1	438.6	552.9	9,202	9,910	188,236	237,233	7,393	9,121
Colorado Rancher & Farmer (sm)	10.3	18.0	401.5	342.7	7,786	13,625	303,822	259,502	6,008	10,559
Dakota Farmer (sm)	23.5	31.2	732.5	692.3	18,472	24,388	574,356	542,817	17,323	23,446
†Electricity on the Farm (mon)	9.6	7.7	113.1	98.4	3,315	2,734	39,042	36,154	—	—
Farm & Ranch—Southern Agriculturist: (mon)										
≠Southeastern Edition	27.8	25.2	404.7	420.3	11,928	10,814	173,597	180,333	10,507	9,735
≠Southwestern Edition	29.4	24.1	414.6	415.8	12,623	10,342	177,848	178,410	10,912	8,816
Average 2 Editions	28.4	24.8	408.5	418.6	12,199	10,630	175,255	179,583	10,665	9,376
Farm Journal: (mon)										
≠Central Edition	71.1	57.3	1,038.3	945.2	30,491	24,579	445,412	405,494	29,414	23,363
≠Eastern Edition	56.7	54.0	918.6	849.4	24,343	23,148	394,080	364,374	23,266	21,932
≠Southern Edition	50.1	48.5	801.3	766.9	21,484	20,791	343,751	329,001	20,407	19,575
≠Western Edition	59.7	51.3	976.5	879.8	25,630	22,006	418,909	377,415	24,553	20,790
Average 4 Editions	59.4	52.8	933.7	860.3	25,487	22,631	400,538	369,071	24,410	21,415
**Farm Quarterly (q)	94.8	74.1	390.3	326.1	43,797	35,234	180,318	151,658	—	—
The Farmer (sm)	41.8	45.1	1,026.9	994.9	32,773	35,372	805,114	780,026	27,977	29,646
††Farmer-Stockman: (mon)										
≠Oklahoma Edition	12.2	20.9	361.1	395.4	9,258	8,971	264,629	169,610	7,042	7,673
≠Texas Edition	11.3	18.6	302.1	360.4	8,608	7,989	219,437	154,592	6,492	6,476
Average 2 Editions	11.8	19.8	331.2	377.9	8,933	8,480	242,033	162,101	6,767	7,075
‡Georgia Farmer: (mon)										
≠North Edition	6.4	—	117.9	—	4,810	—	89,130	—	4,376	—
≠South Edition	7.2	—	133.1	—	5,386	—	100,567	—	4,952	—
Average 2 Editions	6.8	—	125.5	—	5,098	—	94,849	—	4,664	—
***Indiana Farmer (mon)	8.7	9.2	162.8	171.1	6,807	7,213	127,650	134,146	5,645	5,702
Kansas Farmer (sm)	15.9	15.4	452.0	428.9	12,101	11,725	343,542	325,984	9,804	9,242
Kentucky Farmer (mon)	17.6	11.6	236.2	238.2	13,788	9,038	185,190	186,732	12,731	7,790
Michigan Farmer (sm)	25.3	25.9	653.3	595.7	19,459	19,874	501,779	457,486	14,148	14,913
Minnesota Farmer (mon)	14.2	12.1	194.3	158.6	10,285	9,542	151,639	124,454	9,501	9,142
‡Mississippi Farmer: (mon)										
≠Delta Edition	7.4	—	102.0	—	5,545	—	77,125	—	5,042	—
≠Eastern Edition	6.9	—	94.4	—	5,167	—	71,346	—	4,664	—
Average 2 Editions	7.1	—	98.2	—	5,356	—	74,235	—	4,853	—
Missouri Ruralist (sm)	12.9	17.0	463.3	467.6	9,791	12,890	352,108	355,352	8,610	9,272
Montana Farmer-Stockman (sm)	22.0	28.0	665.8	669.3	16,669	21,190	503,361	506,002	11,244	16,811
Nebraska Farmer (sm)	39.4	38.3	1,045.4	957.5	29,769	28,975	791,321	724,378	24,136	22,748
§New England Homestead (sm)	21.0	25.7	331.7	375.7	14,683	17,995	232,154	263,020	11,011	13,911
New Jersey Farm & Garden (mon)	17.0	21.1	344.5	440.1	7,623	9,490	155,078	198,040	6,163	7,008
New Mexico Farm & Ranch (mon)	13.3	9.6	187.5	170.5	10,038	7,203	141,722	129,377	9,940	7,203
Ohio Farmer (sm)	24.7	25.8	796.9	698.4	18,943	19,834	611,999	536,375	13,598	15,076
§Pacific Northwest Farm Quad: (sm)										
Idaho Farmer	25.5	39.2	424.2	438.9	19,311	21,343	320,837	331,841	17,822	19,861
Oregon Farmer	22.7	26.0	385.4	405.9	17,174	19,656	291,727	306,857	15,984	18,304
Utah Farmer	24.3	30.8	419.2	424.9	18,393	23,314	316,911	321,218	15,819	20,901
Washington Farmer	23.1	26.2	394.0	432.0	17,449	19,778	297,871	326,598	16,227	18,426
§Pennsylvania Farmer (sm)	30.0	31.8	552.3	506.6	23,057	24,436	424,149	389,044	20,007	21,439
Prairie Farmer: (sm)										
≠Illinois Edition	41.4	42.9	1,149.0	1,065.5	30,125	31,218	836,469	775,686	23,093	22,743
≠Indiana Edition	40.8	40.5	1,098.7	1,034.8	29,673	29,490	799,888	753,356	22,641	21,015
Average 2 Editions	41.1	41.7	1,123.9	1,050.2	29,899	30,354	818,182	764,521	22,867	21,879
Progressive Farmer: (mon)										
≠Carolina-Va. Edition	51.6	47.8	856.5	858.9	35,056	32,522	582,394	584,019	33,303	30,501
≠Ga.-Ala.-Fla. Edition	49.6	48.2	851.6	872.2	33,744	32,806	579,060	593,123	31,699	30,511
≠Ky.-Tenn.-W. Va. Ed.	50.2	47.7	808.0	811.0	34,150	32,419	549,409	551,513	32,710	30,767
≠Miss.-La.-Ark. Edition	45.8	47.7	813.5	818.0	31,114	32,444	553,183	556,271	29,511	30,518
≠Texas Edition	44.6	50.2	839.9	846.8	30,360	34,143	571,124	575,832	28,255	31,359
Average 5 Editions	48.4	48.3	833.9	841.4	32,885	32,867	567,036	572,152	31,096	30,731
‖§Rural New-Yorker: (sm)										
New York-New England Ed.	23.3	22.5	310.9	139.9	17,778	17,612	241,197	109,604	14,840	14,409
Penn.-N.J.-Delmarva Ed.	21.5	20.1	276.5	129.2	16,445	15,764	212,270	101,259	13,507	12,829
Southern Planter (mon)	13.8	14.0	225.6	244.1	9,700	9,816	157,931	171,009	8,973	9,018
Successful Farming (mon)	48.8	46.2	911.1	847.0	21,980	20,809	409,988	381,128	21,408	20,297
Tennessee Farmer & Homemaker (mon)	10.2	10.6	168.5	172.4	8,010	8,313	132,144	135,186	7,115	7,356
Wallaces' Farmer (sm)	43.9	48.0	1,180.1	1,059.7	34,395	37,661	925,183	830,798	29,079	31,355
*§Weekly Star Farmer: (w)										
Kansas Edition	10.6	11.6	183.7	179.2	26,070	28,557	452,592	441,580	14,333	17,212
Missouri Edition	12.1	12.5	200.6	186.3	29,931	30,748	494,350	459,098	16,085	18,586
Okla.-Ark. Edition	9.3	10.2	161.8	157.6	23,003	25,204	398,674	388,283	13,188	15,466
Average 3 Editions	10.7	11.4	182.0	174.4	26,335	28,170	448,539	429,654	14,535	17,088
‡‡Western Crops & Farm Management (mon)	13.3	4.7	225.4	219.9	5,713	2,003	97,262	94,318	5,713	2,003
Western Farm Life: (sm)										
≠Regular Edition	12.4	17.6	248.4	322.9	9,785	13,805	194,768	253,222	7,986	12,502
≠Colorado Edition	15.2	20.1	329.9	432.3	11,925	15,816	258,684	338,955	10,126	14,513
Average 2 Editions	13.8	18.8	289.1	377.6	10,855	14,810	226,726	296,088	9,056	13,507
Wisconsin Agriculturist & Farmer (sm)	28.3	29.6	817.5	748.6	22,514	23,196	637,296	586,930	22,160	21,958
Wyoming Stockman-Farmer	31.5	29.3	442.3	426.0	23,856	22,988	401,600	362,736	19,145	18,011
Total Group	828.5	801.8	16,610.1	15,646.9	534,694	532,795	11,460,706	10,591,337	418,812	411,660

≠Not included in totals. §Not included in totals: figures shown are for November issues as December figures were not available as this issue went to press. †Changed from 357-line page to 345-line page January 1959. ††Changed from 428-line page to 760-line page February 1959. ‖Changed from 784-line page to 764-line page July 1959. *Four issues November 1959; five issues November 1958. **Published quarterly in March, June, September and December; figures shown are for December issue. ***Formerly known as Indiana Farmer's Guide. ‡Started publishing sectional editions March 1959 so there will be no 1958 figures. ‡‡Formerly known as Farm Management.

Newspaper-Distributed Farm Sections

Iowa Farm & Home Register (mon)	7.0	9.1	220.2	223.1	6,963	9,158	220,213	223,144	6,827	8,831
Texas Ranch & Farm (mon)	6.8	5.7	151.5	145.2	6,762	5,670	151,506	145,194	6,104	5,012
Total Group	13.8	14.8	371.7	368.3	13,725	14,828	371,719	368,338	12,931	13,843

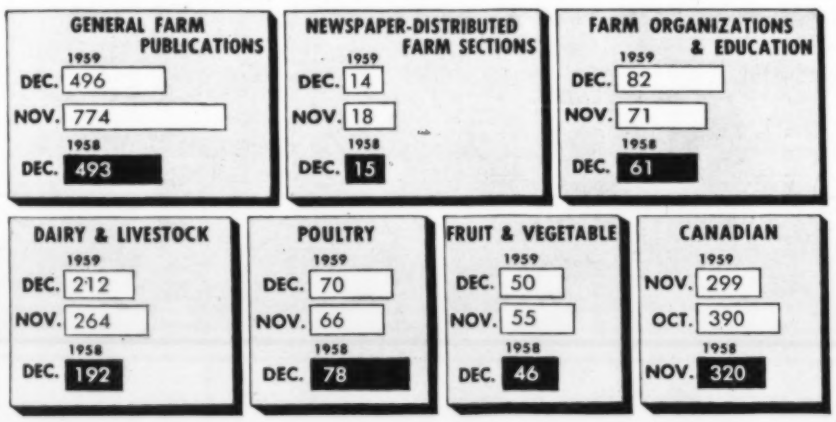
Farm Organizations & Education

Agricultural Leaders' Digest (mon)	11.4	13.6	90.8	111.8	4,911	5,832	39,138	47,998	—	—
†Better Farming Methods: (mon)										
#Eastern Edition	17.9	—	145.4	—	7,672	—	62,380	—	7,243	—
#Central Edition	20.1	—	158.5	—	8,641	—	68,030	—	8,212	—
#Southern Edition	18.9	—	135.6	—	8,101	—	58,157	—	7,672	—
#Western Edition	18.0	—	134.8	—	7,728	—	57,854	—	7,299	—
Average 4 Editions	18.7	10.6	297.5	325.8	8,036	4,528	127,643	139,771	7,607	4,099
California Farm Bureau Monthly (mon)	10.7	10.2	123.4	154.9	8,102	7,728	93,311	116,988	7,696	7,322
Cooperative Digest (mon)	9.8	8.3	97.5	87.3	4,095	3,465	41,225	36,755	4,095	3,465
County Agent & Vo-Ag Teacher (mon)	22.3	11.5	308.8	308.0	9,543	4,921	132,346	131,972	9,543	4,921
§Iowa Farm Bureau Spokesman (w)	46.7	45.8	557.6	539.5	47,400	46,487	565,562	547,360	44,842	43,510
Michigan Farm News (mon)	3.4	1.3	26.7	29.2	7,892	3,147	65,525	69,061	7,504	2,625
Missouri Farmer (mon)	12.6	11.3	150.3	161.4	5,311	4,761	63,135	67,723	4,495	4,092
National 4-H News (mon)	52.0	44.1	248.1	239.8	21,852	18,514	104,215	100,703	21,852	18,514
Nation's Agriculture (mon)	7.2	8.9	94.6	99.6	3,239	4,027	42,553	44,805	—	—
Ohio Farm Bureau News (mon)	20.7	8.4	135.1	123.1	9,331	3,759	61,146	56,871	—	—
§Washington Grange News: (sm)										
East Edition	11.1	12.8	149.3	150.0	12,065	13,899	162,361	163,004	11,799	13,602
West Edition	10.2	12.0	141.4	144.5	11,053	12,995	153,503	156,877	10,787	12,698
Average 2 Editions	10.6	12.4	145.2	147.3	11,559	13,447	157,796	159,934	11,293	13,150
Total Group	168.8	128.2	1,572.8	1,640.9	82,312	60,682	770,237	812,647	62,792	45,038

≠Not included in totals. §Not included in totals: figures are for November issues as December figures were not available as this issue went to press. †Started publishing sectional editions in July 1959 so there will be no 1958 figures.

Farm Linage Trend

Figures in Thousands



Dairy & Livestock

Breeder's Gazette (mon)	13.7	9.8	210.6	172.9	5,883	4,219	90,367	74,194	4,675	3,699
The Cattleman (mon)	77.5	62.1	1,158.5	955.4	32,578	26,079	482,328	401,056	12,915	11,673
††§Corn Belt Farm Dailies: (d)										
Chicago Daily Drovers Journal	29.7	35.5	388.2	386.3	63,284	75,618	829,292	822,042	29,569	43,595
Kansas City Daily Drovers Telegram	28.2	32.7	379.0	383.0	60,850	69,618	810,048	815,092	32,235	38,122
Omaha Daily Journal-Stockman	39.5	42.0	442.0	430.0	85,143	89,354	945,198	915,015	42,567	53,210
St. Louis Daily Livestock Reporter	22.1	22.9	299.8	277.3	47,628	48,831	640,693	590,165	24,939	33,009
§Dairymen's League News (bw)	15.1	16.1	192.3	181.5	11,003	11,610	140,004	132,166	10,446	10,966
Florida Cattleman (mon)	69.4	59.4	869.7	769.7	29,139	24,949	365,288	323,267	17,609	15,344
Hoard's Dairyman (sm)	39.2	39.8	723.0	676.6	28,523	29,008	526,347	492,582	23,297	23,137
Livestock Breeder Journal (mon)	52.0	47.3	806.0	843.9	21,868	19,852	342,370	353,916	1,680	2,800
National Hog Farmer (mon)	19.4	16.1	243.0	148.7	19,691	16,342	246,645	150,899	19,030	15,410
National Live Stock Producer (mon)	19.3	17.1	212.3	175.7	14,070	12,450	154,562	127,894	13,461	12,169
Western Dairy Journal (mon)	34.9	45.5	529.0	468.7	14,952	19,520	226,957	200,674	7,414	7,679
Western Livestock Journal: (mon)										
Mts. & Plains Edition	41.2	27.1	818.7	627.6	17,682	11,611	351,228	269,298	8,105	3,047
Pacific Slope Edition	63.2	65.4	1,131.8	1,100.2	27,134	28,055	485,633	472,026	10,878	6,520
†††§Western Livestock Reporter (w)	31.4	33.1	366.8	397.7	42,202	37,072	485,884	476,088	8,708	9,149
Total Group	429.8	389.6	6,702.6	5,939.4	211,520	192,085	3,271,725	2,865,806	119,064	101,478

§Not included in totals; figures shown are for November issues as December figures were not available as this issue went to press. †Changed from 2,128-line page to 2,156-line page September 1959. ††Changed from 1,120-line page to 1,344-line page February 1, 1959. *Twenty issues November 1959; nineteen issues November 1958.

Poultry

American Poultry Journal: (mon)										
≠Egg Producer Eastern Edition	16.4	23.0	218.5	284.4	7,029	9,860	93,732	123,046	3,813	5,959
≠Egg Producer Midwest Edition	18.4	22.4	237.6	291.9	7,874	9,670	101,910	125,236	4,913	6,317
≠Egg Producer Southern Edition	19.4	25.2	250.0	301.7	8,333	10,800	107,213	129,499	4,413	6,245
≠Egg Producer Pacific Edition	17.6	20.7	245.7	284.3	7,769	8,988	105,410	122,055	4,424	5,199
*≠Broiler Producer Ed.	9.0	16.5	150.7	52.5	3,862	6,105	64,633	21,583	2,323	6,007
*≠Turkey Producer Ed.	9.8	6.2	138.0	43.4	4,216	2,655	59,170	18,599	2,006	2,592
Average 6 Editions	15.1	15.2	206.7	209.7	6,514	6,370	88,678	90,003	3,649	4,393
Broiler Growing (mon)	30.2	33.2	389.5	423.0	12,977	14,243	167,106	181,462	9,817	11,094
Everybodys Poultry Magazine (mon)	28.6	35.0	350.2	361.5	12,278	15,030	150,280	155,073	7,158	8,627
§Georgia Poultry Times (w)	26.4	28.9	348.1	335.7	28,210	30,898	329,734	298,616	25,372	27,510
§The Poultryman: (w)										
Dixie Edition	14.3	13.5	165.8	177.3	15,516	14,656	179,911	192,372	6,584	5,303
National Edition	12.7	13.2	157.6	170.9	13,788	14,289	171,028	185,427	4,940	5,303
New England Edition	15.6	17.3	203.6	209.6	16,928	18,819	220,959	227,515	6,267	7,855
New Jersey Edition	20.1	23.4	255.6	293.6	21,748	25,405	277,371	318,566	11,389	11,268
Poultry Tribune: (mon)										
≠Eastern Edition	25.4	35.2	451.7	441.7	10,913	15,122	193,762	189,495	5,699	8,075
≠Midwest Edition	26.7	32.2	447.5	426.7	11,471	13,831	191,977	183,071	6,269	8,048
≠Pacific Edition	35.5	63.2	553.3	531.7	15,215	27,131	237,371	228,106	8,296	9,215
≠Southeast Edition	28.1	37.6	508.9	482.5	12,057	16,142	218,312	206,989	6,435	8,359
≠Southwest Edition	27.5	36.1	459.0	444.8	11,810	15,492	196,919	190,832	6,625	8,634
Average 5 Editions	28.7	40.9	484.1	465.5	12,293	17,544	207,666	199,700	6,665	8,467
†Turkey World: (mon)										
≠Central Edition	61.9	—	61.9	—	26,562	—	26,562	—	13,420	—
≠Eastern Edition	57.7	—	57.7	—	24,763	—	24,763	—	12,092	—

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Dec. 1959	Dec. 1958	Jan.-Dec. 1959	Jan.-Dec. 1958	Dec. 1959	Dec. 1958	Jan.-Dec. 1959	Jan.-Dec. 1958	Dec. 1959	Dec. 1958
‡Western Edition ...	60.5	—	60.5	—	25,943	—	25,943	—	12,661	—
Average 3 Editions ...	60.0	57.2	545.6	556.2	25,756	24,519	234,044	238,624	12,724	11,641
Total Group	162.6	181.5	1,976.1	2,015.9	69,818	77,706	847,783	864,862	40,013	44,222

‡Not included in totals. §Not included in totals; figures shown are for November issues as December figures were not available as this issue went to press. °1958 cumulative figures for four months only. †Regional editions first published December 1959 so there will be no 1958 figures.

Fruit & Vegetable

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Dec. 1959	Dec. 1958	Jan.-Dec. 1959	Jan.-Dec. 1958	Dec. 1959	Dec. 1958	Jan.-Dec. 1959	Jan.-Dec. 1958	Dec. 1959	Dec. 1958
American Fruit Grower (mon)	17.0	15.3	324.2	347.4	7,336	6,625	140,046	150,080	6,943	6,323
American Vegetable Grower (mon)	19.5	14.3	337.1	316.4	8,429	6,180	145,620	136,671	8,190	5,935
California Citrograph (mon)	17.6	17.4	250.0	252.7	11,830	11,704	168,016	170,798	11,522	11,438
Florida Grower & Rancher (mo	18.8	19.0	302.7	325.5	12,238	12,297	205,900	224,569	11,248	11,383
Western Fruit Grower (mon)	23.9	22.2	294.8	324.2	10,038	9,324	132,342	136,164	10,038	9,324
Vegetable Growers Messenger (bm)	10.2	12.3	59.4	38.4	5,880	6,826	23,948	16,128	—	—
Total Group	107.0	100.5	1,568.2	1,604.6	55,751	52,956	815,872	834,410	47,941	44,403

Canadian (November)

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Nov. 1959	Nov. 1958	Jan.-Nov. 1959	Jan.-Nov. 1958	Nov. 1959	Nov. 1958	Jan.-Nov. 1959	Jan.-Nov. 1958	Nov. 1959	Nov. 1958
Country Guide (mon) ..	35.1	35.1	434.2	404.9	25,300	25,333	312,656	291,561	—	—
Family Herald (w)	83.2	92.4	865.4	860.9	81,174	90,138	843,805	839,461	57,638	66,695
Farmer's Advocate & Canadian Countryman (sm) ...	34.2	34.6	463.7	470.4	23,907	24,224	324,624	329,292	19,768	19,994
Free Press Prairie Farmer (w)	85.8	82.0	1,056.5	1,038.1	90,066	86,160	1,109,285	1,090,025	47,099	44,568
Le Bulletin des Agriculteurs (mon) ..	46.0	56.4	335.1	408.7	33,512	40,870	407,908	417,015	33,512	40,870
Western Producer (w) .	42.2	50.2	659.9	622.5	45,155	53,753	706,075	666,149	26,195	34,319
Total Group	326.5	350.7	6,830.9	7,483.8	299,114	320,478	3,704,353	3,633,503	184,212	206,446

Bantam, Pocket Books Will Open to Food Ads Next Fall

NEW YORK, Dec. 22—Food advertisers, starting in the fall of 1960, will be offered space in an ad section to be inserted in about ten cookbooks published by Pocket Books and Bantam Books.

According to Benjamin Co., ad representative for Pocket and Bantam, advertisers will be offered space in a 24-page section to be bound in the best-selling "Pocket Cook Book" and nine other titles, to be announced later.

■ The combination of 35¢ cookbooks will deliver a guaranteed net paid circulation of 1,000,000, with ad rates based on $6,800 per b&w page.

Since January, 1959, Pocket Books has accepted advertising in Dr. Spock's "Baby & Child Care." A third printing of the title, containing a 36-page advertising section, will be distributed in the first half of 1960. Twenty-one advertisers have signed for the section, Benjamin Co. said. #

CBS-TV Boosts Seven Men in Sales Department

CBS-TV Network, New York, has made a number of promotions in its sales department. John Karol, director of special projects, has been appointed a vp. Sam K. Maxwell Jr., formerly daytime sales manager, has been named general sales manager, succeeding Edmund C. Bunker, who was named vp in charge of CBS's Washington office. Joseph N. Curl, an account executive, has been named daytime sales manager.

Theodore F. Shaker was promoted from account executive to manager of program sales, replacing Robert B. Hoag, who was named to a programming post in the Hollywood office. Other appointments include Alfred J. Harding, from account executive to the new post of manager of public opinion program sales; Robert F. Jamieson, former manager of station contacts for CBS-TV network affiliate relations, to the new post of assistant business manager and director of station clearances for network sales, and Richard H. Low, director of station contracts, will add duties as assistant business manager.

Burlingame-Grossman Adds 2

Aerosal Research Co., Forest Park, Ill., maker of aerosal spray heads, and Arlington Farms Food Products, Arlington, Ill., manufacturer of Double-Pop popcorn, have named Burlingame-Grossman Advertising, Chicago, to handle their accounts.

Consolidated Adds Gini

Pure Spring Ltd. of Canada has named Consolidated Advertising Agency, Toronto, to handle its new soft drink, Gini. The drink will be tested in Toronto, Hamilton, Oshawa, and Ottawa, via newspaper, radio, tv, and display advertising.

Edelman Named Warwick A.M.

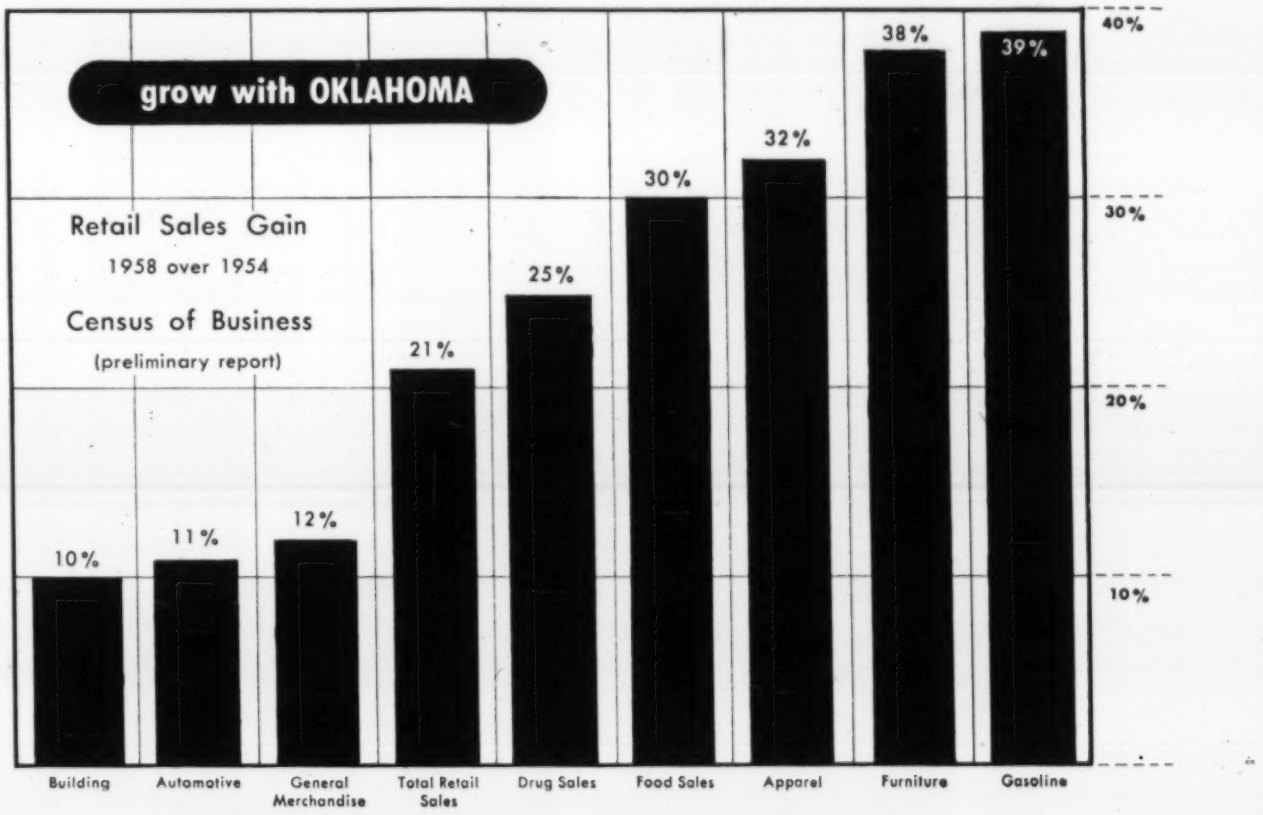
Louis A. Edelman has been appointed advertising and promotion manager of Warwick chemical division of Sun Chemical Corp., New York, replacing Tarlton Parsons, who has joined Twincraft Tag & Label Co., New York. Mr. Edelman has been with Warwick three years.

De Veaux Joins Silk Assn.

Ree De Veaux, formerly advertising fashion promotion director of *Good Housekeeping*, has joined the International Silk Assn. as director of retail promotion, succeeding Elizabeth Zellers, who has resigned.

Burnett Names 3 VPs

Leo Burnett Co., Chicago, has appointed James G. Rothrock, James R. Hill, and Robert S. Spaeth, vps. The three were formerly brand supervisors.



1958 business census confirms Oklahoma City's fast growth

Oklahoma City was confirmed as one of the nation's fastest growing cities in the figures of the 1958 Census of Business. Oklahoma City showed increases in every category of the report and was second only to Houston among Metropolitan areas in the southwest in percentage of gain in total retail sales.

Total retail sales were recorded at $573,026,000 for Oklahoma City in 1958, according to the report, marking Oklahoma City as a more than half-billion dollar market.

That the growth pace continued in 1959 is shown by Federal Reserve reports of Department Store Sales indicating retail sales for 1959 will top the $600,000,000 mark.

Are your sales in Oklahoma sharing in this rapid growth? Get growth in your sales with a solid selling campaign in The Daily Oklahoman and Oklahoma City Times.

These newspapers give you a daily combined circulation equal to 54.1% of the households in their prime 58-county marketing area of Oklahoma where 68% of the state's retail sales are made. Sunday circulation covers 47.4% of the households in the same wide area.

Circulation Growing, Too!

Sept. 30, 1959, Publisher's Statement* shows

total daily combined circulation 270,101 Up 10,790

total Sunday circulation 240,753 Up 5,085

six months average compared with the same period of the previous year *subject to ABC audit

THE DAILY OKLAHOMAN

OKLAHOMA CITY TIMES

Published by The Oklahoma Publishing Company

Represented by The Katz Agency

LAUGH AT DEADLINES...

be confident of
"beating" them
when you

USE THE SERVICES OF

CENTURY

ELECTROTYPE COMPANY, INC.

Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B&W and Color Proofing
Duplicate Photoengravings

160 East Illinois Street, Chicago 11 • DElaware 7-1541

Information for Advertisers

A new directory listing sheets and pillow cases, blankets, bedspreads, comforters, pillows, bedding accessories, towels, rugs, shower curtains, linen and department merchandise will be introduced by **Fairchild Publications** in the fall of 1960. Additional information is available from Kathryn M. Nick, Fairchild Publications, 7 E. 12th St., New York 3.

• A 75-page survey on daily beauty habits and routines, use of lipsticks, creams and lotions, hair colorings, permanents, shampoos, and deodorants has been published by **Redbook.** Additional information on *Redbook's* "1959 Beauty Survey" is available from Harold Hutchins, drug and toiletry manager, *Redbook*, 230 Park Ave., New York 17.

• A color chart showing all the colors and tones obtainable from the four basic colors (blue, black, yellow and red) used in lithography is available from the sales service department, **Monadnock Paper Mills,** Bennington, N. H.

• Changing attitudes towards various makes of cars over the past seven years were shown in the 13th consecutive car survey conducted by **Fortune.** Additional information on the survey is available from Peter Hillyer, *Fortune*, 9 Rockefeller Plaza, New York 20.

• **Applied Hydraulics & Pneumatics** has published "What's Needed to Sell Fluid Power Components," which gives a summary of sales problems discussed at the seminar conducted by the magazine to discuss sales methods, promotional tools, paper work, compensation, split commissions and other problems of the industry. Copies of the book may be obtained from *Applied Hydraulics & Pneumatics*, 812 Huron Rd., Cleveland 15.

• **Hitchcock Publishing Co.** reports that its "Hitchcock's Passenger Transportation Directory" (AA, Nov. 23) also includes an operating data section which gives detailed information on every known bus line, large school bus fleet, passenger railroad and passenger airline in North America. It lists the company name, area served, number of vehicles and route miles and key personnel. Priced at $25, it is available from Hitchcock Publishing Co., Wheaton, Ill.

• The following publications are available from the research library, **Curtis Publishing Co.,** Philadelphia 5: "Market for Men's Wear—Suits, Shirts, Underwear & Rainwear"; "Market for Toys"; "A New Measurement of the Importance of Recipes in Magazine Food Advertisements"; "Some Projections of Population—Households—Labor Force"; and "State, Area & Community Advertising & Promotional Expenditures."

• A market data and informational booklet on the Florida-Caribbean hotel and motel market is available from **Room & Food Service Magazine,** McAskill Publishing Co., 4014 Chase Ave., Miami Beach 40.

• "Color means news—news means color" is the theme of a 20-page illustrated booklet, "How to Select Customer-Catching Colors on Corrugated Containers," published by **Stone Container Corp.** Copies are available from Stone Container Corp., 4200 W. 42nd Pl., Chicago 32.

• Rates and data information on 51 principal markets comprising 588 cities and towns in ten states is contained in a 36-page brochure, "Advertising in Outdoor Space," published by **John Donnelly & Sons.** Additional information is available from Parker James, John Donnelly & Sons, 3134 Washington St., Boston 19. #

Fogel Elected President

Sam Fogel, of Cockfield, Brown & Co., has been elected president of the new Advertising Writers' Assn., Vancouver, B.C. Other officers are Stan Bowdler, MacLaren Advertising, vp; Bill Tattersall, McConnell, Eastman & Co., vp; Elizabeth Turvey, Canadian Broadcasting Corp., secretary, and Tony Antonius, CKNW, treasurer.

EXPERIENCE

EXPERIENCE Ten solid years of it this month. Since 1949 times have changed, but so have we. New news concepts, the culling and corralling of fresh program ideas, applauded public service, and the great CBS Network, account for WJW-TV's present acceptance in Northeastern Ohio.

YOU KNOW WHERE YOU'RE GOING WITH WJW-TV CBS CLEVELAND

A STORER STATION • REPRESENTED BY THE KATZ AGENCY

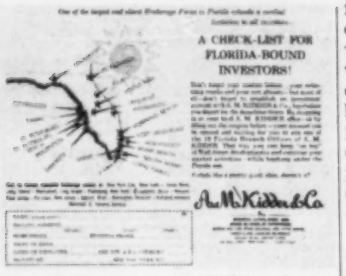
SPREADING THE NEWS

SINCE 1922

by DAY and NIGHT

(America's First Engraver)

REVERE PHOTOENGRAVING CO.
WAbash 2-8816
712 FEDERAL STREET • CHICAGO 5, ILLINOIS



STOCKS TRAVEL—*A. M. Kidder & Co., New York stock broker, ran a test ad in the New York Times Sunday travel section featuring its 19 Florida branch offices. Initial comments and returns, reportedly, have exceeded expectations. Monroe Greenthal Co. is the agency.*

Sweeney Foresees Broadcasters Wary of Sponsor Claims

NEW YORK, Dec. 22—"Broadcasters, both radio and television, are going to be super-critical of product claims and be even more alert than they have been to serving the public first and the advertiser second," Kevin Sweeney, president of the Radio Advertising Bureau, said here last week.

Speaking before the Radio & Television Executives Society's time buying and selling seminar, Mr. Sweeney said that the investigations are bound to bring tighter control; broadcasters realize that even the slightest blunder on their part can be magnified by the newspapers, he said. Banner headlines have given the impression of widespread fraud, he added, "but this is simply not true of television, and it is far less true of radio."

Radio has its fakers and its "snake oil salesmen," he admitted, "but they are a fraction of 1/10th of 1%. They don't flourish—their competition chews them up."

Radio should not have to take the rap for television, Mr. Sweeney admonished: "If television has a serious blood ailment because of loose supervision of programs or bad program balance or advertising claims that are not justified, that has little or nothing to do with radio and should not affect our blood stream."

■ The radio spokesman deplored the fact that tv did not defend itself more vigorously against the many charges being hurled at it. He promised that radio would aggressively defend itself against any unjustified charges coming out of the hearings.

Radio also should defend the FCC, which is far from being "the worst regulatory body in the government, as some critics claim.

"The FCC has not favored the broadcaster; that's naive and untrue. It has not persecuted him, and to some people that's favoritism," Mr. Sweeney asserted.

Despite the investigations, the RAB president predicted a banner year for radio in 1960. Pulling out a few of his ever-ready statistics, he said that about 16,000,000 radio sets have been sold in 1959; listening is up in almost every time segment by any measure that includes all sets; Sindlinger surveys showed radio clearly ahead of tv in adult audience for a period of eight consecutive weeks last summer.

■ Another stimulant to the upsurge in radio business has been the simplification in radio time buying decisions made possible by RAB, Mr. Sweeney said. Its "on target" studies seek to lay down a radio pattern to reach the known buyers of a commodity. RAB attempts to combine this with information on the listening habits of specific groups—such as single working women, married working women, housewives, etc.—in an effort to reach the maximum number in each group. Mr. Sweeney pointed out that one spot at 7 a.m. combined with one spot at 6:30 p.m. would be better to reach middle-income men than two morning spots.

The RAB head added that many agencies don't make money on radio because they don't spend enough time with the medium.

"If I were an agency head," he said, "I would designate someone as a radio specialist," rather than have one busy agency man try to handle the medium with his left hand.

In answer to a query on fm radio, Mr. Sweeney said he felt the medium would enlarge radio's audience, rather than compete with am radio. #

WPAT Denies 'For Sale' Report

WPAT, New York, has emphatically denied a report that the station was on the "open market" and might be bought by Donald Flamm. "Prospects have always been 'hot' for selling WPAT, but WPAT is not for sale," said Dickens J. Wright, president of the station. The only valid part of the report, Mr. Dickens said, is that WPAT is discontinuing its news service from the *New York Daily News* about March 1, 1960.

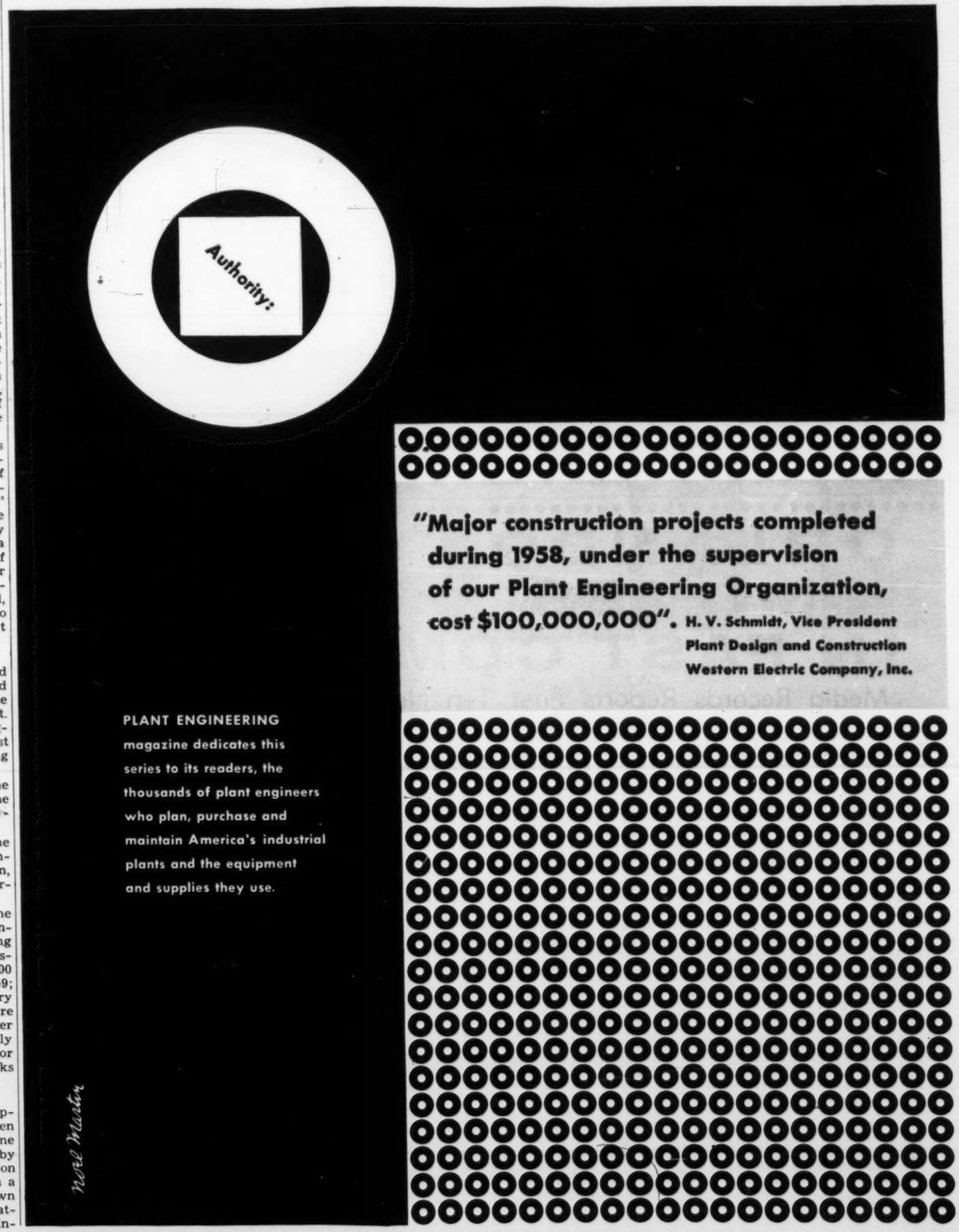
Travel Group Runs 3-Page Ad

American Society of Travel Agents will run its first multi-page magazine advertisement in the January issue of *Holiday*. The three-page ad will feature an institutional introductory page and the two following pages will list names and addresses of ASTA travel agents in 45 states, the District of Columbia, Puerto Rico, Virgin Islands, Canada and Mexico.

Whether it's PRINTED BROADCAST TELECAST

Somebody may allege that it's Slander, Libel, Piracy of his stuff, Invasion of his Privacy, Violation of Copyright — accusing your Agency, Client or personnel. SO — have our unique Excess INSURANCE, to cushion the claim — effectively, inexpensively.

EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St.
Chicago, 175 W. Jackson
San Francisco, 100 Bush St.


Authority:
PLANT ENGINEERING
magazine dedicates this
series to its readers, the
thousands of plant engineers
who plan, purchase and
maintain America's industrial
plants and the equipment
and supplies they use.
Noel Martin
"Major construction projects completed during 1958, under the supervision of our Plant Engineering Organization, cost $100,000,000".
H. V. Schmidt, Vice President
Plant Design and Construction
Western Electric Company, Inc.

Look at ALL THREE!

The U.S.A., Hawaii and Canada are strategically covered with Sheraton Hotels — a whopping 54 in fact

Believe it or not, you can get a reservation for any of these 54 hotels, even the four in Hawaii, in just 4 seconds via Sheraton's electronic *RESERVATRON*. Try it. Just call the Sheraton Hotel nearest you. This service is gratis. WRITE FOR FAT FREE BOOKLET: 96 pages to fill you in on the wonders of Sheraton Hotels in 39 cities (and to show us how this ad pulls). Address: Sheraton Corp., Ad Age Ad #7, 470 Atlantic Ave., Boston, Mass.

WE CAN'T AFFORD TO MISS

Maintaining a reputation isn't easy, especially if it's one of uncompromising engraving excellence. If we claim it, we MUST be able to answer the exact needs of ALL our accounts...and we DO!

washington PHOTO ENGRAVING COMPANY R.O.P. Color, too!

118 SOUTH CLINTON STREET • CHICAGO 6, ILLINOIS • FRANKLIN 2-6343

November Sales of Chain Stores

	November 1959	November 1958	% Gain or Loss	11 Months 1959	11 Months 1958	% Gain or Loss
VARIETY AND MISCELLANEOUS						
Beck Shoe	$ 4,718,020	$ 4,322,879	+ 9.1	$ 51,896,652	$ 49,998,701	+ 3.8
[a]Bond Stores	8,266,202	8,575,232	— 4.1	28,356,753	28,449,855	— 0.3
Butler Bros.	15,383,322	12,695,115	+21.2	174,570,082	149,695,204	+16.6
[a]†Diana Stores	4,320,798	3,385,687	+27.6	17,165,503	12,987,246	+32.2
Edison Bros.	9,959,297	9,272,082	+ 7.4	108,583,628	95,537,319	+13.7
Fishman, M. H.	1,823,755	1,363,973	+33.7	13,585,358	12,925,701	+ 5.1
[b]Franklin Stores	4,102,445	4,060,754	+ 1.0	19,315,577	17,902,481	+ 7.9
Grant, W. T.	44,688,918	41,805,938	+ 6.9	390,326,627	348,186,587	+12.1
[a]Grayson-Robinson Stores	5,530,357	4,811,413	+14.9	21,001,651	17,807,548	+17.9
[d]Green, H. L.	11,546,150	12,028,790	— 4.0	103,797,971	103,038,819	+ 0.7
[d]Hartfield Stores	2,021,698	1,970,320	+ 2.6	18,821,391	16,678,501	+12.8
Howard Stores	2,863,410	2,779,295	+ 3.0	22,313,284	21,999,381	+ 1.4
[d]Interstate Dept. Stores	9,531,741	6,562,605	+45.2	69,340,203	51,122,197	+35.6
Kinney, G. R.	6,934,000	6,085,000	+14.0	71,701,000	58,118,000	+23.4
Kresge, S. S.	34,941,185	33,715,860	+ 3.6	332,715,617	314,526,807	+ 5.8
Kress, S. H.	12,674,192	13,433,609	— 5.7	124,211,852	128,856,533	— 3.6
Lane Bryant Inc.	6,480,508	6,223,266	+ 4.1	68,287,186	64,423,679	+ 6.0
[d]Lerner Stores	16,285,724	16,124,200	+ 1.0	146,810,705	138,016,960	+ 6.4
[d]Mangel Stores	5,461,004	4,208,500	+29.8	40,674,917	31,700,317	+28.3
McCrory-McLellan Stores	14,339,603	13,823,332	+ 3.7	144,432,327	139,015,631	+ 3.9
[d]Mercantile Stores Inc.	16,496,000	15,269,000	+ 8.0	127,627,000	119,479,000	+ 6.8
[a]Miller-Wohl Co.	3,687,419	3,533,741	+ 4.3	14,304,726	13,523,776	+ 5.8
Murphy, G. C.	20,301,709	18,039,295	+12.5	195,374,748	170,114,323	+14.8
National Shirt Shops	2,056,803	1,991,449	+ 3.3	17,570,702	16,406,494	+ 7.1
Neisner Bros.	5,844,181	5,609,501	+ 4.2	56,953,493	54,848,448	+ 3.8
Newberry, J. J.	20,297,509	19,034,182	+ 6.6	195,302,437	179,774,477	+ 8.6
[d]Penney, J. C.	134,398,812	129,274,996	+ 3.9	1,113,867,910	1,030,070,545	+ 8.1
Rose's Stores	3,361,224	2,811,486	+19.6	30,948,253	24,929,101	+24.1
††Shoe Corp. of America	7,776,311	6,878,701	+13.0	81,358,229	73,647,556	+10.5
[c]Sterchi Bros.	1,379,878	1,376,145	+ 0.3	13,782,414	12,443,252	+10.3
Western Auto	18,023,000	16,792,000	+ 7.3	242,396,000	201,098,000	+20.5
White Stores	4,233,218	3,787,965	+11.8	46,516,602	40,061,602	+16.1
Woolworth, F. W.	78,988,067	71,963,523	+ 9.8	755,037,275	713,237,217	+ 5.9
Group Total	$ 538,716,460	$ 503,609,834	+ 7.0	$ 4,858,950,073	$ 4,450,621,258	+ 9.2
FOOD CHAINS						
Colonial Stores	34,153,875	32,562,988	+ 4.9	397,354,240	385,209,726	+ 3.2
[d]Grand Union	56,851,805	50,640,237	+12.3	454,881,740	361,324,440	+25.9
Jewel Tea	36,572,778	34,447,887	+ 6.2	387,698,180	363,236,185	+ 6.7
Kroger Co.	144,778,639	142,297,538	+ 1.7	1,725,580,876	1,624,704,723	+ 6.2
National Tea	66,324,437	63,347,901	+ 4.7	763,505,843	713,473,630	+ 7.0
Safeway	178,996,672	176,376,512	+ 1.5	2,153,555,662	2,043,844,787	+ 5.3
Group Total	$ 517,678,206	$ 499,673,063	+ 3.6	$ 5,882,576,541	$ 5,491,793,491	+ 7.1
MAIL ORDER						
[d]Sears, Roebuck	398,724,448	367,656,765	+ 8.5	3,469,056,368	3,165,635,793	+ 9.6
Spiegel	23,055,303	16,698,946	+38.0	160,850,972	113,761,363	+41.4
[d]Montgomery Ward	140,596,351	135,661,697	+ 5.2	1,001,848,309	895,949,131	+11.8
Group Total	$ 562,376,102	$ 520,017,408	+ 8.1	$ 4,631,755,649	$ 4,175,346,287	+ 0.9
DRUG CHAINS						
Peoples	7,130,765	6,502,721	+ 9.7	75,340,809	65,765,673	+14.6
Walgreen	24,010,203	22,287,825	+ 7.7	255,632,061	232,845,778	+ 9.8
Group Total	$ 31,140,968	$ 28,790,546	+ 8.2	$ 330,972,870	$ 298,611,451	+ 0.8
Combined Total	$1,649,911,736	$1,552,090,851	+ 6.3	$15,704,255,133	$14,416,372,487	+ 8.9

[a]4 Months. [b]5 Months. [c]9 Months. [d]10 Months. †1959 figures include sales of R. H. Miller Inc., acquired August 1, 1959. ††These figures do not include any sales of A. S. Beck Shoe Corp.

ORLANDO MOVES IN FAST COMPANY

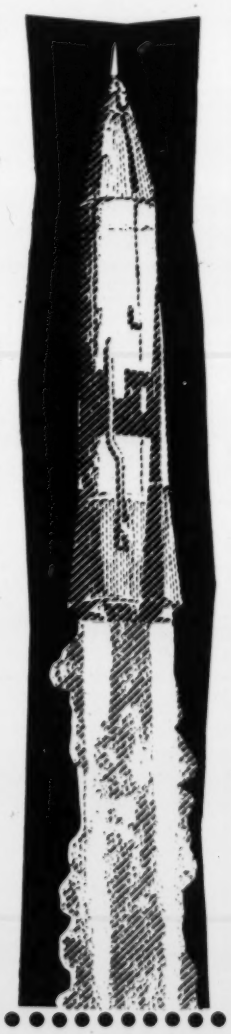
GATEWAY TO THE MOON!

Media Records Reports First Ten Newspapers in Total Advertising Linage Gains

(First Nine Months 1959 vs. First Nine Months 1958)

	GAIN		GAIN
1—Los Angeles Times	10,117,003	6—Cincinnati Post & Times Star	4,495,431
2—New York Times	5,713,438	7—ORLANDO SENTINEL	4,061,486
3—*Grand Rapids Press	5,165,420	8—St. Louis Post-Dispatch	3,935,576
4—Chicago Tribune	4,608,798	9—San Francisco Examiner	3,681,606
5—Washington Post	4,512,597	10—**Sacramento Bee	3,673,160

***Started a Sunday publication April 5, 1959**
****Started a Sunday publication February 1, 1959**



Orlando Sentinel-Star dominates Miami, Jacksonville, Tampa papers in our compact five-county Central Florida market of 417,000 population by better than 6-1. New Orlando Standard Metropolitan Area of 275,400 ranks 88th in U.S.A. . . . and 69th in retail sales!

Orlando Sentinel-Star

Ask Branham

NBC Creates Four Units Within Enterprises Division

National Broadcasting Co., which recently established an enterprises division headed by Alfred R. Stern, has organized four units to operate within the division—domestic, international, theatrical and new enterprises development. These cover NBC's non-broadcasting activities.

The domestic unit, concerned with merchandising, book publishing and educational film sales, will be headed by Morris Rittenberg, formerly manager of special program sales for the NBC television network. International will be headed by Clifford W. Slaybaugh, with RCA International since 1946. Mr. Stern will direct the other two units.

Winegar Leaves Knox Reeves to Join D-F-S as Copy Head

Otis Winegar, formerly vp and creative director of Knox Reeves Advertising, Minneapolis, has joined Dancer - Fitzgerald - Sample, New York, as a copy supervisor.

Otis Winegar

Before joining Knox Reeves in 1956, Mr. Winegar was vp in charge of copy of Foote, Cone & Belding and was a vp and copy chief of C. J. LaRoche & Co.

Time Inc. Boosts Two

David W. Brumbaugh, vp and secretary of Time Inc., and C. D. Jackson, vp and onetime general manager of *Life* and publisher of *Fortune*, have been promoted to administrative vps of Time Inc.

Meissner Adds Account

Parkwood Laminates, Boston, has appointed Meissner & Co., Boston, to handle its advertising, effective Jan. 1.

You Ought to Know . Louis Hausman

Louis Hausman

Last October, just as the quiz scandal was erupting in black headlines in all the country's newspapers, Louis Hausman took over the job of improving the tv image in the eyes of Mr. and Mrs. America. His title: director of the new industry-supported $1,000,000 Television Information Office.

It's not an assignment to be envied, but Mr. Hausman shows absolutely no signs of being sorry for himself as he goes about the job of getting TIO's projects in full swing.

"I don't think this is a job to put out any brush fires," Mr. Hausman told ADVERTISING AGE in an interview. "It is basically a job of projects, to do basic things with special groups."

■ The primary aim of TIO, the former radio executive pointed out, is to contact special groups and get them to understand the sheer mechanics of the industry—what it can and can not do. It is also basically a job of furnishing broadcasters themselves with material which they can use.

Mr. Hausman doesn't consider himself a spokesman for the television industry. "No one person can be," he said. Broadcasters are the true spokesmen for the medium, he pointed out.

■ While he was a corporate vp at CBS, Lou Hausman spearheaded a fight against pay tv. He considers the experience he gained in this venture very valuable for his present post. "In a sense, it's the same type of informational job."

Mr. Hausman believes that television's responsibilities are (1) to stay popular—"by doing whatever it does do as well as it possibly can," (2) to inform, (3) to open up new areas of culture and (4) to do a little more than the public expects of it.

Mr. Hausman emphasized his belief that the basic aims of TIO as an industry image maker have not been changed by the avalanche of adverse publicity. But his first big project was the commissioning of Elmo Roper & Associates to make a study to determine the effects of the quiz scandals on the tv image. Preliminary results have shown that the majority of the public still feels that tv is doing a commendable job despite its quiz and "payola" troubles.

■ What might be called TIO's campaign to tell the people about the good things that are already available on tv is now being tested in Los Angeles. The seven stations in that city will put out a monthly or semi-monthly brochure listing all educational, cultural and informational fare. The brochure will be mailed to schools, libraries, clubs, etc. If this drive to accentuate the positive pays off in Los Angeles, it will be extended to other cities.

■ Manhattan-born Lou Hausman served an apprenticeship on Wall St. after graduation from Columbia University in 1927. He began his advertising career with American Safety Razor, where he rose to the position of associate advertising manager in 1937.

In 1932, while with American, he snared first prize for the best definition of advertising in a contest conducted by ADVERTISING AGE. The winning definition, which, incidentally, still stands with Mr. Hausman, was "Advertising—the dissemination of information concerning an idea, service or product to impel action in accordance with the intent of the advertiser." This gave him a contest batting average of 1,000, since it was the only one Mr. Hausman ever entered.

■ In 1938, Mr. Hausman moved to another razor company. He served as director of advertising and sales promotion of the general shaver division of Remington Rand.

Mr. Hausman began his long association with CBS in 1940. He held various advertising managerial and executive posts with the parent company, its manufacturing arm and its radio division. Most recently, he was vp in charge of advertising, promotion and press information for CBS Radio.

Mr. Hausman served as treasurer of the Brand Names Foundation from 1952 to 1957. In World War II, he was a consultant for the War Department's special services division.

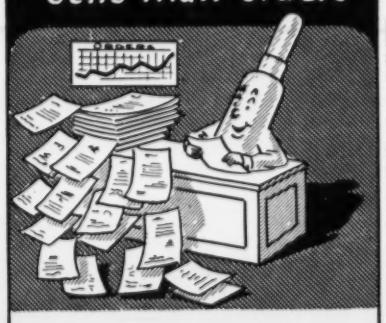
■ The 53-year-old Mr. Hausman lives in a brownstone house on New York's East Side with his wife, the former Theodora Berger. When he's not breeding and exhibiting dogs, or racing sail boats, he spends his time reading and visiting art galleries.

Luckily, Lou Hausman likes to travel, too. Good thing, because in his new post he's covered about 20,000 miles during the past five weeks. #

Electric Autolite Names Brown & Butcher for Project

Electric Autolite Co., Toledo, has appointed Brown & Butcher, New York, for some special assignments. Tom Maloney, agency vp, is the account executive. He has been associated with Autolite on and off at various agencies for more than 10 years. Grant Advertising is Autolite's main agency.

Billy Bullet Sells Mail Orders



"The RIFLEMAN alone has pulled more orders for us than other publications with combined circulations of over 2,500,000!

"We have thousands of regular customers secured entirely thru our small ads with you."

(Name on Request)

The AMERICAN RIFLEMAN Magazine

SCOTT CIRCLE WASH. 6 D.C.

ROCHESTER, MINNESOTA

On a per household basis, Rochester families rank 2nd highest in retail sales per household in the United States.*

	Per Household
CONSUMER SPENDABLE INCOME	$6160
RETAIL SALES	6610

ROCHESTER
(Olmsted County)
THE NEWEST AND BUSIEST METROPOLITAN MARKET*
*Sales Management, May 10, 1959

Where people have more money to buy products advertised in the POST BULLETIN

A 39,000 population city with a 200,000 population skyline. The 52nd largest airport in the U.S. with 110,000 passengers yearly.

The Outstanding Test Market in the Upper Midwest

ROCHESTER POST-BULLETIN

See your John Budd man for more details

Circulation over 24,500 daily

COLOR AVAILABLE!

new faces...new buyers

more readers... more advertisers are turning to Today's Health

THE NEW

Today's Health

Millions of Americans are learning that it's fun to be healthy! Editorially—in its advertising pages—TODAY'S HEALTH reflects this new pattern of living—is growing with this growth market. Circulation in July, 1959, is up 58 per cent—up 73 per cent in advertising linage! Our 619,411 paid subscribers now include nearly 140,000 A.M.A. physicians, who place each issue in their reception room, where it is seen—read—believed by an estimated 40,000,000 patients per month, at the moment when their interest in products that contribute to comfort—safety—convenience—is at its peak. These new faces are important in YOUR market picture. They represent growing families who are pre-sold on high standards of health and living. If your product appeal ties in, it will have a powerful impact on this audience. And remember—a growing family is a buying family.

the magazine that features positive living

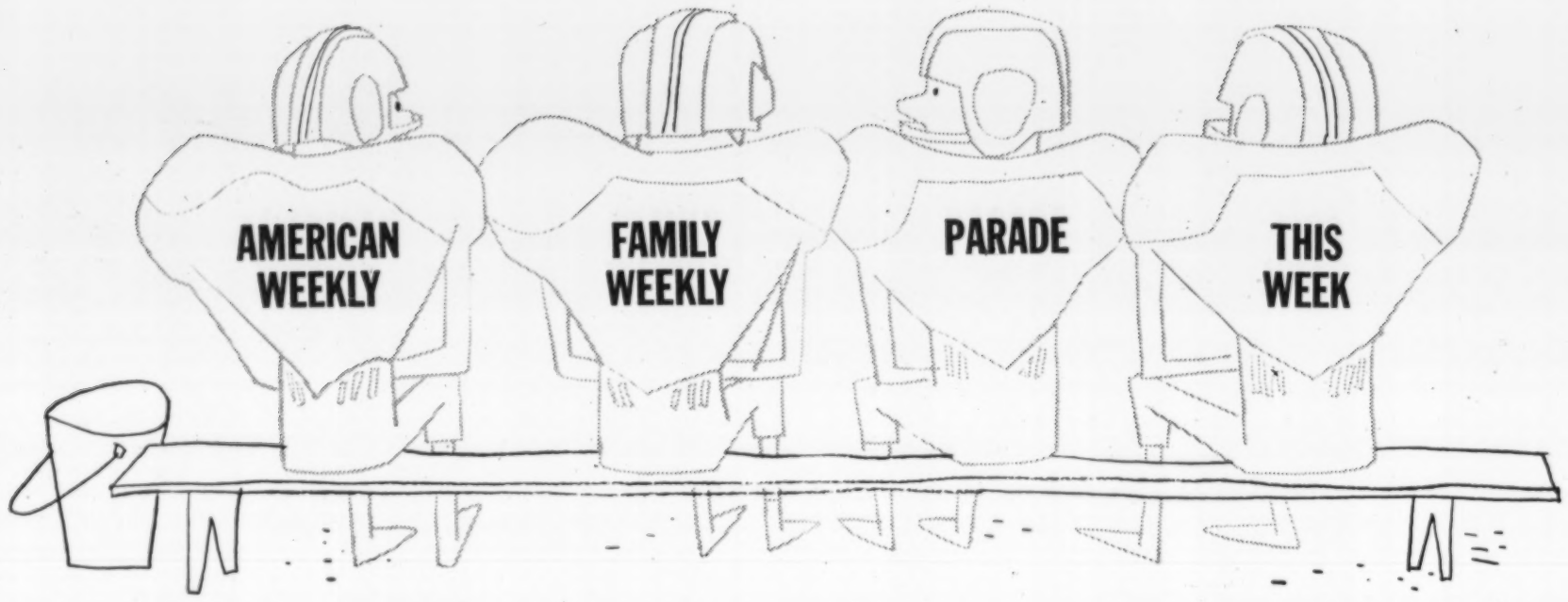
Today's Health is published by the American Medical Association for the American family.

535 N. Dearborn St.
Chicago 10, Ill.
WHitehall 4-1500

475 Fifth Ave.
New York 17, N. Y.
ORegon 9-9383

Whaley-Simpson Co.
6608 Selma Ave.
Los Angeles 28, Calif.
HOllywood 3-7157

Whaley-Simpson Co.
700 Montgomery St.
San Francisco 11, Calif.
SUtter 1-4583



Here are your all-stars for 1960!

More than 62 million roto Sunday newspaper magazines go into 40 million different U.S. homes every week. More than 37 million of this total circulation is delivered by the four syndicated newspaper magazines. This is no lighter-than-air figure blown up from small research samples on *eventual* readership. It's down-to-earth, nose-counting A.B.C.—with no cut rate subscriptions, no pressure selling by mail and telephone, and no costly promotion gimmicks to force circulation. Consequently, syndicated Sunday newspaper magazines cost you less per thousand.

LATEST ANNOUNCED CIRCULATIONS AND RATES

Syndicated Sunday Magazines	**37,628,932** (A.B.C.) .. (AMERICAN WEEKLY, FAMILY WEEKLY, PARADE, THIS WEEK)	**$3.83** PER M 4-COLOR PAGE
Weekly and Bi-Weekly Magazines	**18,559,060*** ..... (LIFE, LOOK, SATURDAY EVENING POST)	**$6.58** PER M 4-COLOR PAGE
Women's Magazines	**15,997,803*** ..... (GOOD HOUSEKEEPING, LADIES' HOME JOURNAL, McCALL'S)	**$5.04** PER M 4-COLOR PAGE

*LATEST A.B.C. OR RATE BASE—WHICHEVER IS LARGER

You don't have to accept readers of dog-eared, clipped-out, pass-along copies of magazines over the next umpteen weeks to get market coverage. Sunday newspaper magazines will deliver an audience up and down every street in practically every market you sell . . . *all on one day.* They do this through the local Sunday newspaper, the same newspaper your retailers use to promote your goods every day in the week.

Sunday newspaper magazines are the biggest thing in print—and print achieves both believability and memorability. The newspaper publishers of America produce the "greatest show on earth" week in and week out. In newspapers the advertiser does not assume the risk of spending his money for a poorly rated "show."

THE SUNDAY MAGAZINE OF 65 STRONG NEWSPAPERS REACHING 9,594,210 (A.B.C.) FAMILIES THROUGHOUT THE U.S. *EVERY WEEK*

Parade

Feature Section

Advertising Age

Tips on Agency-Client Contact

Merchandising Warhorse: New Uses

Admen: Stick to the Commercial

Woolf Squirms at Ad Criticism

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

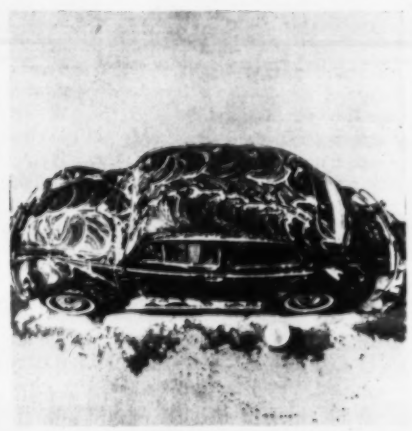
Tyler Picks Ten for November . . .

Creativity May Raise Its Lovely Head

By William D. Tyler

Not to be too much of a Pollyanna about advertising's current low spot on the public opinion poll, there is a silver lining . . . for creative people. As the crutch of reliance upon exaggerated and weasel-worded claims is kicked out from under us, true creativity comes into its own. And, as the business comes to depend more and more upon honest ingenuity and winning enthusiasm, so will it resume the long march upward to our destined position of public respect and trust, as befits the world's most efficient distributor of goods and services. Hot dog. I can see us now.

William D. Tyler



Volkswagen Cars

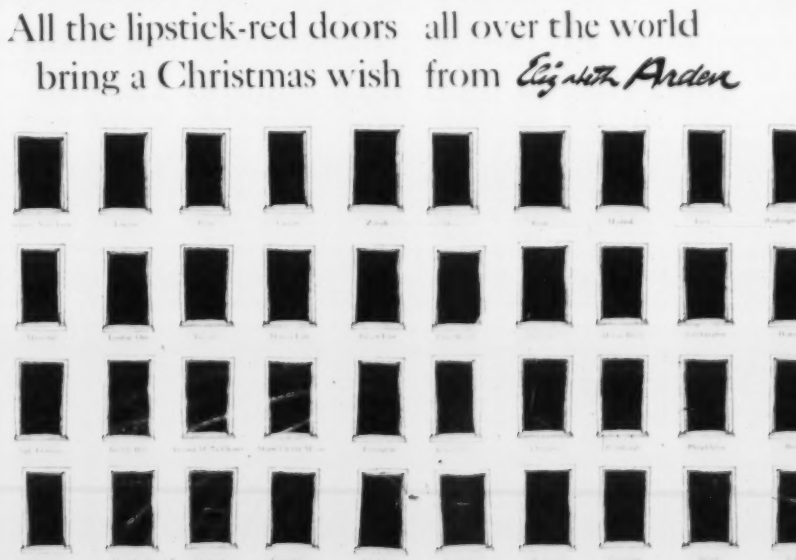
The reason the Volkswagen has won such popularity in this country is the sum total of many features and advantages. Its advertising recognizes this: Lets each ad take off on an individual feature, rather than straitjacketing the campaign into a single, repetitive effort. Result: The most outstanding advertising in the field. Example: An ad built around the fact that Volkswagen does not change design annually. Execution: Car in front of suburban row-type home. Headline: "What year car do the Jones drive?" Copy: "A Volkswagen is never outmoded. Indeed, no one knows how long a Volkswagen lasts; the first has never worn out." Or, consider the ad that makes capital of the air-cooled engine. Picture shows the car being washed. Headline: "The only water a Volkswagen needs is the water you wash it with." Copy by Julian Koenig. Layouts by Doyle Dane Bernbach's Helmut Krone.

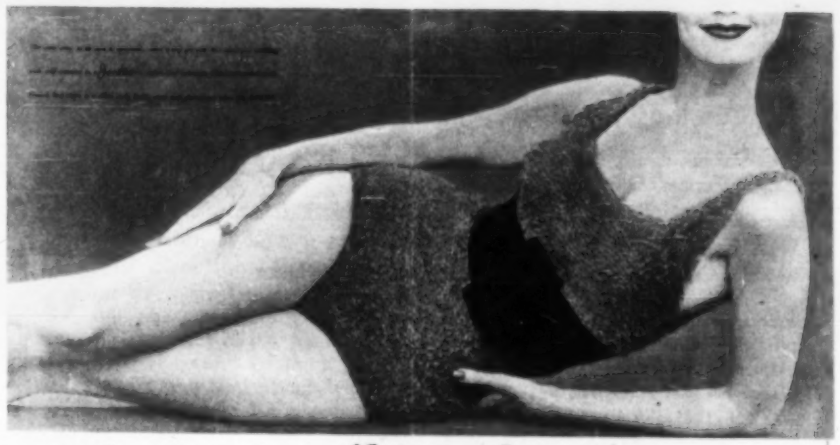
Sonotone Hearing Aids

When an ad can have the twin attributes of high editorial interest and equally high prospect selectivity, you've got something going for you. This Sonotone ad has both. "Can a hard-of-hearing beauty succeed as a model?" is of universal interest. Yet its greatest strength lies in its ability to single out those with hearing problems. Subhead gives the answer and hints at the reason ("Can you spot the Sonotone?"). Great ad. The coupon ought to pull its head off, even though the product is no longer red-hot news. Bob Oksner of Doherty, Clifford, Steers & Shenfield wrote it and Ken Frederick was the art director.

Elizabeth Arden Salons

The New Yorker spread shown here for Arden is a great ad, because it does far more than just build good will for the house at Christmas time. It forces you to realize the scope of the enterprise and even to read the names of the cities where Arden beautifies. An impressive list, too: The Hague, Algiers, Biarritz, Dornbirn. Michael De Leo of Hockaday Associates made the two-color layout. Yes, the doors are in red.





just wear a smile and a jantzen

Jantzen Swim Suits

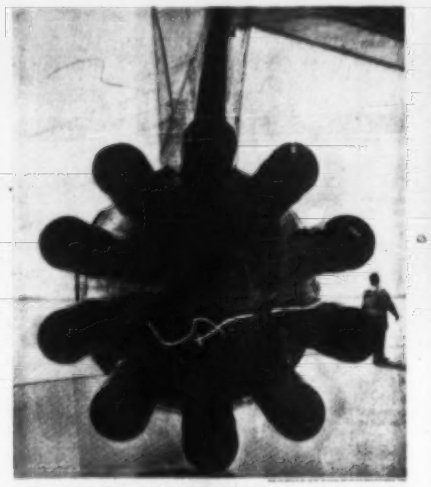
There was no more striking ad last month than the spread for Jantzen shown here. This is a case of a startling headline and a startling illustration working together and both focusing attention sharply on the merchandise, rather than on the cleverness of the ad. Zimi Koehring's copy has a good closing phrase: ". . . French curly knit, even more glamorous when wet." In its headline, Jantzen may well have something that will catch on, as its famous red diving girl did some forty years ago. Alvin Chereskin of Hockaday Associates was the art director.

Dr. West's Toothbrushes

Not a great ad, but one that employs an ingenious technique to direct your attention to the choice of toothbrush shapes available, is this one with the jigsaw cutout missing where the brush head should be. Makes it almost impossible for you not to look for the missing part. Idea was Kenneth Ward's of J. Walter Thompson in Chicago. Layout by George R. Allen.

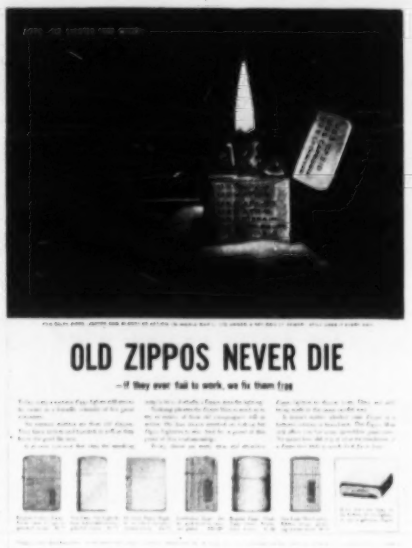
De Beers Diamonds

A campaign that has been running twenty years at least, and whose origins should have been long lost in the mists of creative obscurity were it not for the tenacious memory of N. W. Ayer's George Cecil, is the one for De Beers Mines. The format is virtually the same today as when it began. This consists of a fine oil of a romantic, spiritual nature, "painted for the De Beers Collection"; the theme, "A diamond is forever," and copy in the form of a prose poem. This one was written by Frances Gerety, and laid out by Paul Darrow. Added in recent years is some "how to buy" information, with a price guide. And, oh yes, the originator of this venerable and highly successful series at Ayer was the late Betty Kidd.



American Airlines

American met the competition of United's recent introduction of its DC-8s with the ad shown here. What I like about it is that the illustration dramatizes the speed and power of jet travel in a new and arresting way. The headline does more than just say: "Boeing's the leader." It reminds the reader that American has had the time to iron out the bugs, and has covered an amazing number of safe air miles doing it. Copy was done by Young & Rubicam's Charles Maguire. Art director was Kevin McNally.



Zippo Lighters

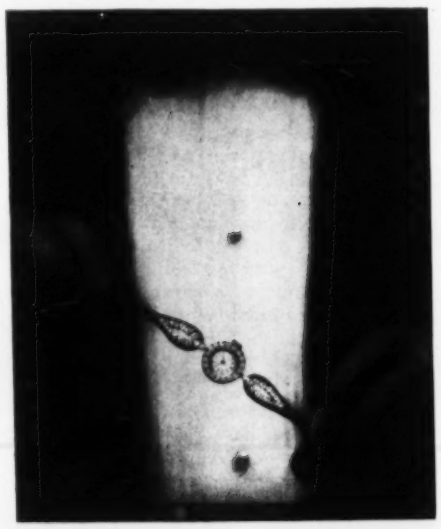
This advertiser gets more mileage out of his very occasional ads than almost anyone else. An ad like this one, appearing in a highly limited list, will create a deeper, more lasting impression than a whole series of bland, conventional insertions. That's because it deals in specifics (durability, in this case), gives an actual case history, and ends up with a strong, specific, consumer promise. The story here is of a Navy-man's Zippo inscribed with World War II campaigns, still in daily use. George De Coo of Ogilvy, Benson & Mather is responsible for the copy, Jerry McLaughlin for the layout.

Patek Philippe Watches

Very similar to the Zippo approach is that Seth Tobias of Mogul, Williams & Saylor has taken for Patek Phillipe. As far as I know, the year's campaign has consisted of two spreads in *The New Yorker*, each a bellringer. The first was headed, loosely: "The president's most important duty is to inspect 23 watches a day." That happens to be the company's daily output. This one, as you can see, concerns itself more with the exclusivity of these great watches. The extremely long copy bristles with interesting facts about its insides, its royal wearers, and its limited production. "It takes eight months to produce . . . longer than to paint a Blue Boy or build a Stradivarius." Robert Blend is the art director.

Headliners

Instead of a tenth ad this month, I would like to comment on fads that are newsworthy only for their headlines.



Here is a collection of such from the past several months. Mitch Epstein and Ian Rose of J. Walter Thompson came up with one for Eastman which is a promotion in itself: "Make this a 'Give and Take' Christmas!" Illustrated, natch, by snapshots around the tree with a gift camera. Then there was Allied Florists' Assn. of Illinois poster: "Don't Omit Sympathy—Send Flowers." That was by Robert Blackburn; layout—Len Rubenstein—at Clinton E. Frank Inc., Chicago. And there was a small-space reader ad headline for the *New York Daily News*, which may have corraled a reader or two: "When a pregnant redhead made Charlie Chaplin yell for Geisler." This was Bill Manville's of J. M. Hickerson. Then there was one for a New York tailor, Mervin S. Levine: "My fitters are fit to be tried." That was done by S. T. Seidman. And Jack Lentz of Young & Rubicam wrote, for Metropolitan Life: "Do not regret growing old. It is a privilege denied to many." #

Looking at Radio and Television . . .

Back to Basics?

By the Eye and Ear Man

One of the serious and costly aftermaths of the television investigations is the quantity of commercials that is going to have to be scrapped and done over. Some of the cases are blatant frauds; others come from the exuberance of the production crew anxious to please an exacting client.

One of the most honorable agencies, and an equally scrupulous advertiser, were duped by technicians in a demonstration of the strength of a product as tested in front of a camera. The test itself was a bonafide laboratory test but the commercial crew, to be doubly sure, used some tricks that could only be described as dishonest. Now the responsibility falls at the highest levels.

■ Because of exaggerated tests of product XY&Z and A&B the belief of the American public in commercials is at an alltime low. There always was some skepticism but now there is a downright sneer greeting any product claim, even where one product is demonstrably superior to a competitor.

What to do about it?

Well, in the first place if advertisers and their agencies would stop wasting time reading scripts or deciding what editorial content in a mass medium like television should surround their precious product and instead spend all that time making their precious product really precious in that magic minute allotted to the hard sell, there would be an automatic improvement in commercials and therefore in credulity.

Second, *upgrade production of commercials* and their integrity by hiring better creative talent on every level. There is still a tendency to trust millions of dollars worth of television commercials to underpaid, and sometimes incompetent, production people.

■ Third, *stop kidding yourself.* In this age of engineering there are few products with demonstrable advantages over their competitors. It is unlikely that any but the lowest denominator of television audiences can be convinced that one detergent gets clothes whiter than any other, or that one aspirin works faster than any other. Tendencies to have clients and agencies meet in smoke-filled rooms and snow each other should be avoided. The realistic premise should be the platform rather than the wishful one.

Fourth, *realize that the commercial is the most important part of almost every major advertising campaign* and have every top level brain in agency and client concentrate on the commercial from the conception to the finished product. This may sound obvious, but it is appalling how little executive attention is paid to the one device that is the pay-out in sales.

Fifth, *revert to the personal salesman.* When Arthur Godfrey was at his peak, he indisputably moved a lot of merchandise. He did this by spoofing the product, but never deriding it. He joked about exaggerated claims and yet built a warmth around the product. So did Jack Benny. Unfortunately these valuable lessons were shoved aside when misleading devices became common usage.

■ The end result of the sale is always stimulated by personal selling in one form or another. This type of selling may express itself in a personable guy on television, at the point of sale, a neighbor making a recommendation, or even package designing, but it is the key to moving the merchandise.

Perhaps the biggest single problem in selling today is the change in the character of the master salesman of yesterday, the advertising agency. Once the hot shots who worked night and day to get the right slogan or selling technique, the advertising agency executive today is mostly sales counselor and banker. He knows his client's business from the raw materials to the audit. He can research every facet of the client's business from employe attitude to consumer attitude.

Has atrophy set in in the advertising agencies? Has the 1960 version of the advertising agency denied its birthright and assumed the prerogatives of the client himself? Should agencies go back to their bench and dedicate themselves to writing and producing good selling copy and abandon merchandising, research, and show business? You bet!

■ The agency must bear the responsibility for the television exposé along with the producers and the networks. Perhaps it may lead to an overhaul of the agency business. Most agencies are experiencing increased overhead and decreased income, as clients question all commissions. The overhead comes from the non-productive departments of merchandising and research. Also it comes from top-level executives who devote more time to their internal banking and benefits programs and less and less to the problem of selling a client's goods.

Perhaps the agency business has grown too topheavy in unsolicited services and too light in the creative ability to sell goods via stimulating commercial messages. Investigations, even though unfair to the majority and exaggerated in effect, have a tendency to stimulate objective thinking.

Why not seize this opportunity to find out why the backbone of the agency service, the ability to write and produce selling copy, seems so ineffectual or careless, while the secondary services that most clients maintain themselves, anyway, have become so dominant. Should agencies go back to writing selling copy? #

POTENT PROVING GROUND

FOR NEW PRODUCTS AND SERVICES

Among metropolitan areas of a million or more population, Kansas City is one of the 12 cities most frequently used as a test market

HEART OF AMERICA

Equi-distant from Canada to Gulf, Atlantic to Pacific. Kansas City is simultaneously an Eastern city, a Western city, a Northern city and a Southern city. The buying habits of every section of the country are reflected here. Often called the "most American city."

18th LARGEST CITY

Population, 1,039,200. Families, 343,300. Consumer expendable income, $2,119,891,000. 2nd in America in retail sales per capita among metropolitan areas of a million or more population.

CONCENTRATED RETAIL OUTLETS

Four grocery organizations do 56.5% of dollar volume; three drug chains do 61.8%. 19th in America in retail sales, 13th in drug sales. 19% above national average in sales activity. Merchandising-minded, tie-up conscious retailers insure quicker checkable response, greater volume.

HUGE TRADE AREA

Free from mountains, lakes, ocean or other natural barriers, Kansas City's commerce flows unimpeded in every direction. Dominant in agricultural marketing and product distribution.

STABLE, BROAD-BASED ECONOMY

Wealth from the good earth—wheat, corn, oil, livestock, lumber, minerals. Surging manufacturing development. Great hub of a tremendous distribution network. Supreme among cities in the year-in, year-out uniformity of its prosperity.

MOST THOROUGH COVERAGE

The Star has the nation's most thorough twice-daily circulation coverage . . . blankets every class, income and racial segment of a city and area typically American in response to merchandising and selling appeals.

MR. TEST MARKETER!

Put Kansas City and The Star at the head of your list, as other leading advertisers do.

KANSAS CITY

Nation's Top Test Market

THE KANSAS CITY STAR

Nation's Top Test Medium

OFFICES

KANSAS CITY
1729 Grand Ave., HArrison 1-1200
CHICAGO
202 S. State St., WEbster 9-0532
NEW YORK
21 E. 40th St., Murray Hill 3-6161
SAN FRANCISCO
625 Market St., GArfield 1-2003

On the Merchandising Front . . .

That Old Merchandising Warhorse: New Uses

By E. B. Weiss

Apparently, that age-old miracle of decoration—stained glass—is currently enjoying a modern-type revival. It is finding its way into the new office buildings as lobby decoration. It is enjoying such diverse uses as a stained glass curtain wall in a new symphony hall and as decor for the walls of a swank bowling court cocktail lounge. Its use in the finer home is increasing.

E. B. Weiss

And this brings to mind that old merchandising warhorse: new uses. I believe it was employed more often years ago than is true today, although I can think of no better example of new-use merchandising at any time in my recollection than that furnished currently by Q-Tips. But years ago, led perhaps by 3-In-One oil, new-use exploitation was somewhat more commonly practiced than seems to be the case today.

■ Sometimes I wonder whether results might be better were some manufacturers to think a bit more about new uses for established products—and a bit less about new products. I am not referring here to truly *new* products—that is products never before on the market. I am referring, rather, to what is more generally referred to when new products are the topic of conversation—namely, new sizes, new colors, new counts, new improvements of a minor nature. It could be that, in some instances, the merchandising of new uses might produce an equal increase in volume, without all of the costs that are involved when so-called new products are merchandised.

For example, I am regularly amazed at the number of autos I see that display a box of facial tissue near the rear window. This is not so much of a new use as a new location, but the example serves the purpose. One of the smaller brands of facial tissue made some capital of this new location—new use for facial tissue by offering a cash award, I believe, if its brand was found displayed in autos in this way. But I do not recall that the major producer of facial tissues has done much to exploit this new use.

Somewhat similarly, the radio in the car was a new use—new location some years back. I believe this, too, was exploited initially by smaller producers.

■ But the outstanding current example of new-use exploitation, I repeat is—in my estimation—that humble but brilliantly exploited item, the cotton swab stick which has been so effectively marketed by Q-Tips that this trade name is assuming almost generic connotations. Q-Tips has not—yet—been brought out in colors. The item itself is made, I believe, in just a single size. But for several years considerable emphasis has been put on new uses both in advertising, with the package, etc. And I dare say that a substantial percentage of the remarkable volume currently done on Q-Tips may be traced to new uses.

We hear a good deal about manufacturers who today are accounting for 50% of their volume on products that "did not exist" five or ten years ago—although I suspect that most of these formerly nonexistent products are not really as new as the semantics would lead one to conclude. Maybe profits would be better if more manufacturers were able to report that 50% of their volume is currently from new *uses* of established products—new *uses* that did not exist five or ten years ago! #

The Creative Man's Corner . . .

Illustration Carries the Message

There are some products that demand explanation—in writing. There are others that do not. Quite frequently these latter require only illustration because their desirability springs chiefly from their design or styling.

Certainly this applies to this Dansk ad. The forks illustrated could not possibly be made more intriguing by copy describing them. Maybe, in addition to the photo, yes. But *without* the minute, realistic reproduction of the actual utensils—no.

What copy does appear tells the essential message, calls attention to the illustration, takes the place of the salesman calling at the home asking, "Do you like these styles? Do they appeal to you? Do they fit into your scheme of living?"

What all too few copywriters realize is that the copy theme springs from the product—not from their imagination; and, as a result, if the product really has it, showing it is, as the ancient Chinese saying has it, worth a thousand words. #

Agencies Ask Us . . .

Some Tips on Contact, the Agency's Life Insurance

By Kenneth Groesbeck
Advertising Agency Consultant

"Got any new ideas on improving client relations?" inquires one of our friends from Massachusetts. "Any figures on how much of our time we ought to allocate to this, as compared with management and creative work?"

Kenneth Groesbeck

Somewhere in the right answer to this question, one suspects, lies most of the cause of account changes, about which we are constantly complaining. As any congressman can tell you, mending your fences is the best way to prevent cattle escaping. Business jumps from one agency to another for one or more of three main reasons: actual client dissatisfaction, justified or not; promises of more for your money from competing agencies, or some form of conflict or other difficulty originating in the agency.

The first two are the ones the agency needs to know about in time to take measures to improve the situation. Only contact, frequent and never perfunctory, and with the right people in the client's organization, makes this perfect rapport possible.

Depending on the size and complexity of the account, two or more agency top men should see personally all the influential people of the advertiser, no less than once a month, and should record their discussions, decisions, agreements, problems, and dissents (if any) in detailed reports sent to all concerned in both organizations.

■ If you say "Why, of course" to this obvious prescription, kindly compare it with your present actual procedure with the business in your shop. You will find, I believe, that, while you are pretty well meeting these requirements on difficult and exacting accounts, there are many others where things seem to be going fine. These you see less often (human nature) and to them you give far less attention. These are the danger spots. Other agencies are quick to sense this possible neglect on your part; they are in there fast with helpful suggestions and affectionate solicitude about the advertiser's welfare which contrast uncomfortably with your apparent neglect. You may be doing a swell job, the client's sales may be rising, everyone may seem to be perfectly happy; you still are not safe.

Suppose you were employed by the client as sales manager, for example. Would your attitude be the same as it now is? Or would you be constantly looking for trouble, trying to improve what seems already to be a satisfactory situation, never satisfied? You know the answer to that one. The agency which frets as much as a sales manager is the only one which is safe, if any one can be called that in our business.

■ There is a strong emotional element in the agency-client relation of which sensitive advertising men are acutely aware. It is almost like a marriage. Yet you have always against you the fact that no matter how you phrase it, you are an outsider looking in. You are not a part of the client's organization, on his actual payroll, rising or falling with his successes or failures. You have other business on your books. If the client fails, you will survive.

These are the emotional background feelings of which you must be aware. To the greatest possible extent, you must eliminate them, and substitute for them the feelings characteristic of the employer-employe relationship. Literally, you must become, to the greatest possible extent, a member of the client's family.

I am not suggesting expediency or even a shadow of deceit. You can only do your best job if you feel this way about your client. If again you nod and say, "Why, of course," I will ask you honestly to compare your feelings about your clients with those I have suggested as essential. Are you working *with* these people, or just *for* them?

■ *The reason so many advertising accounts follow some one individual from agency to agency is not, as is so often believed, that person's familiarity with the client's business. It is almost invariably the fact that the man in question has established with the client this personal trust, this emotional relationship. As the client so often puts it, "He talks our language," or "He's really a member of the family, not just a business associate." This is definitely emotional, and you never want to underestimate the power of emotion in our business.*

Relevant to the above observations is the fact: If individuals in the agency are going to establish an emotional relationship with the client and thereby become more than normally influential in holding the business, the agency should establish the same sort of emotional rela-

"Suppose this could be a typographical error? Says here that the New York News has 2,200,000 exclusive readers over fifteen years of age—and 65% of them are in better income families?"

tionship with these individuals so it will be sure to hold onto them. That however, as Mr. Kipling was fond of remarking, is another story.

Now as to how much time we should allocate to contact, look for a moment at the comparative importance of the three functions our friend from Massachusetts mentions: management, creative, and contact. No. 1 is certainly creative; 2. is contact, and 3. is management. Our first task is to do the best possible selling job for our clients, our second is to be constantly sure the advertiser is as happy as possible in our association. Whatever time we have left over we can devote to worrying about ourselves.

Of individuals it is often said, "We get back from the world just about what we give it." This is another way of saying that each person's attitude toward life strongly influences his success or failure. Without a doubt, the agency attitude toward its clients is as influential in holding or losing business as its creative ability. Attitude is expressed in the manner, the matter, and the frequency of contacts. #

The Peeled Eye Department . . .

To a $10,000 Man Who Wants to Earn $77,500

By Dick Neff

Right Business, Wrong Pew

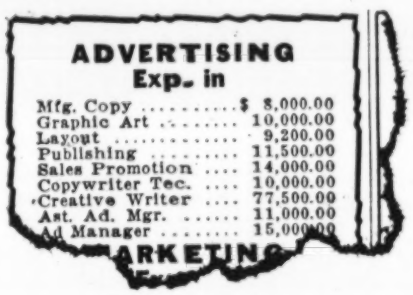
Men who keep getting ahead read the *Wall Street Journal*, we keep hearing. So we were more than casually interested when this want ad from the *Journal* fell out of a letter from Chuck Sullivan of Kenyon & Eckhardt, Detroit.

Dick Neff

"We're in the right business," says Chuck. "Note the relative pay scale . . ."

The advertisement was placed by an employment agency, Stangard, 28 E. Jackson St., Chicago, HA. 7-6326.

But don't get over-adrenalinized. We may be in the right business, but that decimal point was in the wrong pew.



the property of the Peeled Eye. If two or more people send in the same story, best phrasing will win.

■ Here's an entry from Bill Arter, vp and creative director of Byer & Bowman Advertising Agency, Columbus, O.:

"We were having a conference at Byer & Bowman with a new client, a johnny-come-lately manufacturer of aluminum awnings. He wasn't satisfied with the proposed brand name for his awnings so we began suggesting new ones, dozens of them. The awning man shook his head sadly at each offering. He kept muttering over and over the name of the best established brand in his field, 'KoolVent.'

" 'If only,' said he, 'we could get a name so good as KoolVent! Couldn't we somehow get around that name?'

"Everyone looked hopeless until the office wit said, 'Sure, we can get around it. We'll call yours 'CircumVent'."

New Year's Advice to Unmarried Girls

"I am enclosing an ad that appeared in the *New York Daily News*," writes Robert Kasofsky of 2080 77th St., Brooklyn.

"As you can see, the ad is for Diet De-

light dessert. If this is what happens to women who use Diet Delight, I strongly advise unmarried women to beware of this dessert."

More Fun Strolling Through the Want Ads

Here are a couple of other want ads that tickled our retinas this fortnight. One, from Advertising Age, defies analysis:

"LUNATIC SEEKS ASYLUM

"Copywriter afflicted by delusions of wee insight into appeals, illusions of promoting results all mundanes and insubstantials. Phantasms of impactability. Essayist of angles, results, contacts, rescues. Best asset: invisible muse. 32. Public school grad. No resume. No agency experience. Other—scanty. Strong top exec experience realty romance. Grasp materials fast. Want to tackle cars, colas, casinos—anything. $M Secondary. Anywhere. Agcy or ?? . . . ! Box 620, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois"

Says Julian H. Rogers of 2518 Webb Ave., New York, who spotted it: "Anyway, it's original."

■ The other is, as Mrs. Opal S. Boschung says, really a Peeled Ear item. She picked it up on a local radio station in Cullman, Ala., where she-all is from:

"FOR RENT: A two-bedroom, furnished apartment—complete with tv. This apartment is located *over* a downtown *vacant lot*."

Says Mrs. Boschung: "Sounds like someone's won first place in the space race!" #

$25 ad-ecdote contest ends this week!

$25 will be paid to the writer of the best advertising anecdote mailed to the Peeled Eye by Dec. 31. All entries will remain

Learning from the Retail Ads . . .

The 'Equivocal' Ad

By Clyde Bedell

(Mr. Bedell is a consultant in retail advertising and advertising training.)

The most experienced advertising people, and those most schooled in research, become wholly convinced that forthright approaches are the best in advertising when you have something you want to sell. No deviousness, no coyness, no beating about the bush, no monkey business.

While I believe this ad would have been better if it had somehow said instanter: "TO MALE SHOPPERS," it still is an ad with virtues.

How sparkling and clean it is. How efficient it looks, despite its type inversion.

It relies now not on the natural interest of its *logical readers* for readership, but on curiosity appeal, which is the weakest of the proved great headline ingredients.

we can't keep the wolf away from our door
who cares, when
the wolves den
is such a howling success with male shoppers!
pretty foxy of us, really, to provide the male animal with his own private lair for shopping and snooping. it's an old christmas custom and a fine place to find all sorts of goodies for any red riding hood on your gift list. while you're here, wolf down a few refreshments ...all the better to cater to your comforts with! you'll find this sanctuary for men-shoppers-only just inside the street floor of the

■ The copy is alive and sprightly—human. A great boon to any ad.

It reads: "pretty foxy of us, really, to provide the male animal with his own private lair for shopping and snooping. it's an old christmas custom and a fine place to find all sorts of goodies for any red riding hood on your gift list. While you're here, wolf down a few refreshments . . . all the better to cater to your comforts with! You'll find this sanctuary for men-shoppers-only just inside the street floor of the SIGNATURE."

(The punctuation is theirs, not mine.)

Nice. Of course it can't do much to sell the store to any but men already sold on the store.

"Goodies."

What does that make you think of? And "wolf down a few refreshments"! Of course, a confectionery! A candy dandy store that sells goodies.

The thought crosses my mind that maybe these refreshments, if not the "goodies," are free. But of course that wouldn't be so. Or would it?

■ The store actually is famed for women's apparel.

I didn't know they sold foodstuffs to men at Christmas for Christmas giving, but it just shows how ignorant a male can be about a female's world.

Or maybe they mean by "goodies," confections in lingerie. I don't mean "in lingerie" really, but lingerie that is really like a confection. Or am I becoming involved?

Anyway, nice clean ad, sprightly copy, even if it confuses all those who are not already in on the secret. Maybe those in on the secret don't need to be sold. Or was the ad run just as a reminder for them—for that inner circle that has bought here in the past, "goodies" of whatever kind these are? Maybe it's supposed to be a secret from the common people.

■ When you think of how hard it is for men to shop wisely for women at Christmas, however, I should think this sort of help would be good to take advantage of—whichever it's for—candies, confections, edible "goodies," or the other kind of "goodies" that I suppose an apparel store is justified in being a little coy about. But how many male prospects will pass by an ad like this and never know the help is available "to cater to their comforts with!" #

Employe Communications . . .

Automotive External Makes a Bow

By Robert Newcomb and Marg Sammons

(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

One of the more intriguing phases of company magazine publishing is the dealer-supported automotive external. In our own experience, the classic example of the best is "Ford Times," a chatty and readable little pocket-size job. If you are a Ford owner or prospect, you probably get one in the mails. It is edited with tremendous skill and obvious affection by a man named William J. Kennedy.

In most cases of which we know, the dealer pays all or part of the publishing cost of these externals. Since circulations run up into six and even seven figures, the unit cost is extremely low. Dealers customarily order their imprinted copies in bulk and mail them out themselves to their own lists.

■ Across the desk recently came Vol. 1, No. 1 of a newcomer—the "Plymouth Traveler." This is an attractive monthly of standard size and a lot of four-color. There is an informative article, well illustrated, on Hawaii. Three pages are devoted to the rough tactics of hockey players, and two pages are given over to a fashion department dedicated to a discussion of fur hats. The remainder is all Plymouth.

The authors of this department rarely emerge from their cocoon of employe communication in order to tell advertising people, publicists and others in the external fields how to manage their affairs. But if it is possible to cast a vote in the current discussion, we would say simply that what we like to read in a Plymouth magazine is something about Plymouth. The editors, happily, have given us quite a bit of this—good shots of the '60 models, vital statistics about performance, descriptive, made-to-order words, and cutaway views of engines we do not understand. What we wonder about is the rest of the content.

HEAD COUNT (cash on the barrelhead style)

Clench your fist, and you can count on the fingers of one hand the arrears on the Saturday Evening Post subscription list. In other words, zero, goose egg, none. That's important to an advertiser because long-term, paid-for subscriptions—like newsstand sales—show the readers' measure of editorial vitality. On both counts—newsstands and paid-for, hard-money circulation (no arrears), the Post is the number-one general weekly! Check your ABC and see.*

*ABC Publishers' Statements, June 30, 1959

A CURTIS MAGAZINE

The Saturday Evening POST

Sell the Post-Influentials ... with HI-FREQUENCY Ad Page Exposure!

If we want to read something about Hawaii, we suspect we will find all we want or need to know in *Holiday* or the *National Geographic*. The distaff side of this partnership can get all the essential facts about fur hats in *Vogue*, *Harper's Bazaar* or the *Fur Breeder's Gazette*. For the inside stuff on hockey, we normally turn to *Sports Illustrated*.

The question is: Why does a company publication find it necessary to publish unrelated material? The anticipated answer is: Because it gives a reader a variety of topics; it makes the publication more readable.

This is a situation that often arises in the field of employe communication, in magazines for employes. Every once in a while an industrial editor, in an effort to relieve what he concludes must be the monotony of his own editorial efforts, plunges into fiction he writes himself; into feature articles more readily found and better written in the afternoon newspapers; into travel articles developed from folders or from limited personal experience. The editor who resorts to such material will sometimes proffer this added explanation: "There just isn't enough interesting or significant going on around this company to write about." That we earnestly doubt.

■ We don't question the reasoning of the Plymouth magazine publishers. They are closer to their public than we are; they know the tastes of their readers. We like the publication and hope they keep on sending it. We hope also that they concentrate on Plymouth and on themes related to Plymouth. That's territory enough. #

Tips for the Production Man . . .

A Few Tips and Shortcuts

By Kenneth B. Butler

How to indicate color separation—There is a time and place for desired color separation to be indicated to printer on a two-color-printing order. Do not so indicate when copy is submitted, unless a layout accompanies copy. If layout accompanies copy (which is unusual unless layout is complicated) the color can be indicated by showing all color segments in colored pencil or crayon. Otherwise, color is indicated on the pasted dummy. Directions can be indicated by marginal instructions, preferably using a red pencil for markings, or by an overlay or flap on which segments to run in color are identified.

Color tint blocks or wide printer's borders which are to be cut or supplied by printer can be indicated by cutting out strips of colored paper and pasting down in desired position, pasting any desired overprint proofs over the colored paper.

* * *

Letterspacing—"Any printer who would letterspace lower case type, would steal sheep," said the late, great Frederick Goudy, dean of American type designers. He had something there, and in my opinion his precaution does not need to be limited to lower case. Any letterspacing of display lines is usually done to increase length of line, or to fill a given space. This hardly seems justification to destroy the "coloring" that the designer had in mind. If Bodoni had wanted it that way, he would have designed it that way. There may, on occasion, be justification for mild letterspacing of letters in display lines set in extra condensed type. Doing so does seem to aid legibility. Condensed types, however, are pretty much out of style right now, or at least it seems so to this observer.

* * *

Establishing a mood—Layout more and more is becoming concerned with arresting attention and establishing a mood. A very dramatic gimmick was used in a recent issue of *Diners' Club Magazine*. An outline halftone of Joey Adams, famous comic, occupied the lower left quarter of a page (printed in black ink). A duplicate of the same halftone, printed in red, was printed upside down directly above in the top quarter page of the layout. The result certainly has a sparkle that makes you stop at this page. I wish I had thought of that!

* * *

REPEAT OF ILLUSTRATION—*As if mirrored in a pool, the duplicate of the main illustration is printed in colored ink, in this instance red ink, directly above the black halftone. This arresting idea appeared in Diners' Club Magazine.*

Yellow journalism—Why do so many people doing layout run type and illustrations in yellow? Surely this is done thoughtlessly, because by the wildest stretch of the imagination there is no registerable impact. The practice cannot even be justified on the grounds of artistic license. It is something like writing in invisible ink!

* * *

Wise precaution—When selecting paper stock for cover for booklet or brochure, think twice before selecting a *two-sided* paper, if your cover is to carry printing on the inside cover pages. By two-sided paper is meant a cover stock whose finished side is of different *texture* or different *color* than the reverse side. Reason for caution: two-sided stock may require two press runs instead of one, since work-and-turn is not practical in this instance because half of the finished covers would be printed with the wrong texture or color outside. To avoid this, two runs instead of one would be required, usually with double the press running cost. #

Salesense in Advertising . . .

It's the Advertiser Who Puts the Pressure On

By James D. Woolf
Creative Consultant

The other day (a guest at a cocktail party) I was more than a little embarrassed. Among those present was a painter of considerable renown; the owner of a jewelry store; an author (biographies); a surgeon; a pharmacist, and an architect—all accompanied by their wives. Everything was going along smoothly enough until somebody introduced the subject of Charles Van Doren, who that very day had confessed that he was deeply involved in a deception. Refusing to believe that only Van Doren and Freedman were involved, they were convinced that the network, including sponsor and agency, had a part in the conspiracy.

James D. Woolf

The Van Doren confession triggered an attack on all television and radio by everybody present. "80% of the so-called entertainment is junk," declared the jewelry store man, "and oftener than not the commercials are deceptive and border on downright dishonesty." Everybody nodded assent.

"Magazines and newspapers are not much better," said the painter.

"You're quite right," agreed the surgeon. "The cigaret advertising I see in our most popular magazines actually nauseates me, not to mention vitamin ads promising impossible benefits. As for newspapers, there seems to be no restriction whatever."

And so it went for another half-hour. My friends eyed me accusingly and I was acutely uncomfortable.

■ Defenders of today's advertising argue that most of it is as white and pure as the driven snow. They say that less than 1% of it is guilty of shady practices and bad taste. This I don't believe. It seems to me that questionable advertising conduct is more prevalent now than it was two or three decades ago.

For more than ten years, in this column, I have been inveighing against mendacity, double talk, bombast, false promises, and silliness in advertising. Good results are not apparent.

What we do about it is up to the industry—advertisers, agencies, media. And to each one of us individually. This current quiz scandal is just about the last straw.

■ Aside from the question of actual dishonesty and fraud, there is the growing problem of hyperbole, gross exaggeration, and bad taste not only in television but in all forms of media. Few media could stay in business if they refused to print or broadcast advertising that is an affront to their sense of decency and common sense. Only this morning I received a letter from *The New Yorker* enclosing the following document:

"*The New Yorker* for over 30 years has been waging a long, lonely, and losing struggle against the obvious exaggeration, the improbable claim, the meaningless superlative . . . Recently, in order to check on the success, if any, of this stubborn crusade, we made a survey of our own pages for a six-month period. We found 312 'finests,' 281 'world's bests,' and 58 'America's only,' together with 47 other bits and pieces of improbable nonsense. If we flatly refused to print any of this sort of stuff, we would soon go out of business—a step we can ill afford. If we protested each of them individually, we wouldn't have time to do anything else—another step we can ill afford . . . In all humility and all seriousness we ask your help."

■ I imagine that most media are in the same fix: they cannot afford to refuse advertising that obviously exaggerates and may even be fraudulent. Agencies to a considerable extent are in the same boat. *In many, many cases the white-hot pressure for results comes from the advertiser.*

What really is on trial is not the ethics of advertising; it is the moral character of American business. #

* * *

Mr. Woolf's articles are available in a handsomely-bound 383-page book for permanent reference. Price $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill., for "Salesense in Advertising," available on five days' approval.

What They Were Saying 25 Years Ago . . .

Jean F. Carroll, president of General Marketing Counselors, in a report on a study of women's attitudes and buying habits under a Canadian canned food labeling and grading system (AA, Dec. 22, 1934):

"Even though Canadian canners have been required for the last 16 years to show government grades on canned foods, the system has not resulted in making women familiar with the different grades of canned fruits and vegetables. The survey shows that only one woman out of four has been made conscious of the fact that there are grades on the labels of the Canadian canned foods that she buys, and this is in spite of an educational campaign by the Canadian government to teach women to know grades and make their purchases by grades."

Armin W. Riley, deputy administrator in charge of the canning code, commenting on the Canadian study in a speech at a National Canners Assn. meeting in Philadelphia (AA, Dec. 22, 1934):

"It is well understood in advertising circles that only a very limited percentage of consumers can be made conscious of what the most high-powered campaign is trying to impress on their minds. To have sold the idea of grades to one woman in every four seems to be excellent results. Certainly it is 25 out of 100 more women than in the U.S., who have learned how to buy by quality grade."

Glen Buck, Chicago adman in a new book, "What's the Matter with Advertising" (AA, Aug. 25, 1934):

"Reputation is the best of all selling factors. I would rather own the intangible entity that is personalized in the Ivory soap name than all the other assets of Procter & Gamble. Advertising, in its larger sense, is reputation-building. And that's no job for amateurs, bunglers or vulgarians."

Fast, accurate reporting *in depth* presents the whole story . . .
Not only what's happening but *why* it's happening . . .
And what it *means* to the world of marketing . . .

The fellow who invented the cliffhanger for movie serials was undoubtedly a genius. Leaving the quivering heroine pinioned to the railroad tracks as the installment shrieked to its end undoubtedly brought the customers back in droves the following week to find out what happened.

But cliffhanging makes no sense in news reporting. No one wants to wait until "next week" to find out what happened . . . or why it happened, or what it means. That's why Advertising Age not only reports the news quickly, but fully and in depth. It paints the *complete* picture.

As one adman, with a carload of advertiser and agency experience to his credit, puts it: "Ad Age does a first-rate job of keeping me posted on what's happening in the field of advertising. Its reporters are always digging for the *whole* story." *No doubts, no cliffhangers here.*

What's more, the special roundups and surveys—i.e. the annual Agency Billings, 100 Leading National Advertisers, Broadcast Advertising and other intensively-researched yearly features—are prized and filed for repeated reference by this executive and thousands of others.

Whether they view the marketing world as advertisers or as agencymen, admen know they can see it *in full* through Ad Age's wide-angled editorial lens. That's why you'll find that most of the executives of importance to you read Ad Age *regularly and thoroughly*. And, of course, your sales message in Ad Age can get the same careful attention that AA's editorial content receives week in, week out from the men and women who spark market and media decisions.

You, too, can profit by avoiding cliffhangers. A consistent schedule in Ad Age could eliminate any doubts about what your medium or service offers your advertisers or clients.

ABC ABP NBP

1 Year (52 issues) $3

important to important people

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE NEW YORK 17, NEW YORK

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

David Susskind's Attack on RCA

TV Ads Draws Rebuttal, Two Huzzahs

To the Editor: In your issue of Nov. 9, you quote a speech by David Susskind in which he states apropos of the RCA commercials on "The Moon and Sixpence" that they are "not in the mood of the show" . . . "inept" . . . "in poor taste" . . . "stupid" . . . etc.

As a completely nonobjective reader—I was one of the writers who created these commercials—I was outraged by these grossly unfair comments.

As Mr. Susskind could have found out by talking to anyone at K&E—particularly Howi Wilson, sitting a few feet away—these commercials were not especially prepared for running on "The Moon & Sixpence," but were made for general use on whatever programming RCA bought.

It has been the custom of RCA to run a commercial at least three or more times. Unfortunately, RCA did not feel it worth while to spend the extra money to prepare special commercials for the show. Perhaps Mr. Susskind would have preferred that the show not be run at all rather than use "spot" commercials. How much for art?

In the six years that K&E handled the RCA account, the creative work was universally acknowledged to be outstanding in both print and tv. The RCA creative group during this entire period was talented, dedicated and successful in creating memorable, effective advertising. Mr. Susskind's comments were absolutely unfair to the agency and all the creative people involved.

I think that Mr. Susskind should learn that a reformer—of all people—should get his facts straight before he tilts with windmills.

Richard Seideman,
Little Neck, N. Y.

•

To the Editor: The advertising industry should award David Susskind the Crossed Palms or the Distinguished Service Medal for his remarks at the Four A's meeting in New York, as reported in AA.

Sunday evening, Nov. 15, I spent the time from 7:30 p.m. until 11:30 p.m. trying to find something entertaining on tv and the best program of the evening was "a tape" of the USC-Baylor football game.

I am reminded of a local toiletries manufacturer who has tried three agencies during 1959 and the best they have come up with are reproductions of the "ads" the company used in local newspapers 25 years ago.

What did he gain by going to an agency? He could have sent this copy to the media direct. I talked to the account executive at the new agency last week, and it will be a pleasant surprise if anything creative comes from that source. I gathered from our conversation that the same old format will be used in the program they have in the making. How do you like that?

Carl Gross,
Advertising Manager, *California Pharmacy.*

•

To the Editor: The blasphemous scolding of sponsors by the producer of "Moon and Sixpence" is a rare compliment to their good sense. This series of re-makes, from "Meet Me in St. Louis," with middle-aged school kids, to the jerky script and inept casting of "Lunik-Ha'penny" has only proved that the movies did it better. An advertiser who would squander $300,000 for a live production (taped for the western colonies) already available on superior film might consider himself truly a patron of art.

H. L. Churchill,
Box 3023, Stanford, Cal.

• • •

Storecast Emends AA's Article on FM Broadcasting

To the Editor: Congratulations on your "FM radio in Upswing . . ." article (Nov. 9, 1959), but a bit of loose reporting took the edge off it. I'm sure Advertising Age will want to set the record straight.

1. "Storecast" is a registered trade name of Storecast Corp. of America.
2. Beam-Cast of Buffalo is not, nor was it ever, the giant in this field. Using whatever yardstick you choose: Age, number of accounts, amount of fm time sold, number of markets installed, number of branch offices, number of employes, etc., Storecast is much larger than any other store broadcasting and merchandising service.

Too, Storecast, established in 1946, preceded Multiplexing by many years. To this date we have used only Simplexing in our operation.

For the "said to be" department: Storecast is "said to be" the largest background music service catering exclusively to supermarkets as well as the organization that has sold more fm time than any other in the past 14 years.

Elliott L. Levene,
Program and Sales Promotion Director, Storecast Corp. of America, New York.

•

To the Editor: Have just read your article "FM Radio in Upswing, as Rash of Surveys Show Select Audience" by Ramona Bechtos.

You are to be complimented on this story. It is extremely factual and shows that a considerable amount of effort was expended in its preparation.

We would like 500 reprints if available. Please bill us for whatever charges are involved.

Harold I. Tanner,
Lincoln Broadcasting Co., Detroit.

• • •

Doyle Dane Bernbach's TV Billing Is 'Considerable'

To the Editor: As a regular reader of Advertising Age (free plug) I notice your reference to Doyle Dane Bernbach (AA, Nov. 16, Page 121) as "a big agency with relatively little television billing." According to the figures in your annual agency billing edition, DDB in 1958 had 37.4% of its business in television. This year the percentage will be about the same—which in percentage or dollar volume is considerable.

Among the clients for whom we use television regularly are Polaroid Land cameras, Alpine cigarets, Chemstrand Corp. (Acrilan and nylon), Dreyfus & Co., Hubley toys, Utica Club beer (remember Schultz and Dooley?), Venus coloring sets, etc. O.K.?

Maxwell Dane,
Doyle Dane Bernbach Inc., New York.

P.S. Last year one of our television commercials for Chemstrand nylon was one of the two American prize winners in the Venice Film Festival.

• • •

Adman Resents Buick 'Plugs' in Body of Dramatic TV Shows

To the Editor: Television's ills have never been so graphically demonstrated as in the Buick-sponsored production of "The Killers" on CBS Nov. 19.

The Hemingway story, the first of four to be presented on CBS by Buick, was reduced to a formula sensitive-teenage - boy-meets-sympathetic-teenage-girl script. But the prime source of nausea was the constant reappearance of shiny Buicks in scenes of the play. In one scene in particular—taking place in a family garage—the camera lingered lovingly over a Buick station wagon for several seconds before a fadeout. At this point I turned off my set.

McCann-Erickson, Buick's agency, apparently was applying the same heavy-handed techniques it used earlier in the year in filling scenes in Coca-Cola specials with smiling people drinking Coke.

There was nothing wrong with Buick's commercials on the show. But they should have been confined to commercial time. As a result, a fine Hemingway story was butchered, the intelligence of the viewers insulted, and Buick and the network done a disservice. As both an advertising man and a tv viewer, I resent these things.

All the more reason why production should be left to the networks. If McCann and Buick want to fill 90 minutes with commercials, they can do it. But I won't be watching.

F. T. Van Dyk,
New York.

• • •

Christmas Cards Can Continue to Cheer After the Holidays

To the Editor: Christmas cards received by agencies and members of all branches of the advertising profession can be given extended life and will be most useful to my associates and myself who use such cards for making scrap books, etc., for children.

If our advertising colleagues are too busy to pack up their Christmas cards, after the holiday, and mail to me, perhaps they will help through mailing their agency or personal card to me. The children will thank them and so do I!

Mrs. Elvy Kalep,
P.O. Box 204, Chattanooga 1, Tenn.

• • •

Census Sales Figures Needed 'Preliminary' Flag, He Says

To the Editor: In your issue of Nov. 23 you published "Census Figures on Retail Sales by Metropolitan Areas 1954-1959."

While in a story on Page 3, you mentioned in the body of the article (third paragraph) information was from preliminary state bulletins, you say nothing about these sales figures being preliminary ones in your headline, in the lead of your article or in the tabulated listing which begins on Page 40. We think the omission of the word "preliminary" is unfortunate.

We believe the Census Bureau will agree to that because the preliminary figures will be replaced by final ones. Then use of the preliminary figures to make comparisons with 1954 or even to make comparisons between cities is subject to hazard.

John C. Stafford,
Promotion Manager, *Rockford Morning Star* and *Register-Republic*, Rockford, Ill.

Census estimates (as indicated in our story) that preliminary figures are within 2% of final figures.

• • •

He Says He Can Do Without Yashica Y16 Ad

To the Editor: The enclosed ad is one I came across in the November issue of *U. S. Camera*. It is running in other magazines as well. It certainly falls into the category of "Ads We Can Do Without."

The copy, "this tiny negative . . . taken with a Yashica Y16 . . . incredibly sharp, big pictures . . . as big as the one below"—all this, along with the layout treatment, implies that the big picture was made from the tiny negative.

Obviously, that picture has more detail and less grain than could be possible from the Y16 camera. What kind of camera it was taken with, I don't know, but the film size was probably 2¼" x 2¼" or larger. Furthermore, the print has been retouched to bring out the product.

this tiny size negative taken with a Yashica Y16 will make incredibly sharp, big pictures...as big as the one below...and color slides that project as big-as-life...only $34.95

The copy is weasel-worded. It doesn't say that the big picture below came from the negative. All it says is that the negative will make pictures "as big as the one below."

I called an advertising staff member at Yashica and he admits to the photograph being taken with a larger-size camera than the Yashica Y16 for, as he puts it, "technical reasons."

Yet there is no question but that this ad is intended to convey a false impression. The advertising profession can certainly do without it.

Carl Sarver,
New York.

• • •

Roth Handled American Can Milk Carton Program

To the Editor: In connection with Advertising Age's reporting of the Assn. of National Advertisers meeting and the presentation of the "best campaigns of the year," we were happy to note that the American Can Co. milk carton program was one of the three which were written up.

The agencies handling the Mutual Benefit Life campaign and the Chevron campaign were given prominent mention. Since American Can Co. has several agencies, we thought it important to bring to your attention that this milk carton program was handled by Roth Bros. & Co., its marketing agency.

Sydney M. Roth,
President, Roth Bros. & Co., Chicago.

• • •

Burnett Blast Reminds Him of Magazines' Earlier Dilemma

To the Editor: It is too much to resist the temptation of a response to Leo Burnett on his blast at the magazines as related to sales promotion. I judge that is what he has criticized, rather than the basic responsibilities of the publishers of magazines, but I have not read the entire script, of course.

Like everything that Leo does or has done it is in the best interest of the business of which his business is a vital part. You men, who are engaged in solicitation of space, will find this "awakening" to be a good thing in the final analysis. I say this because in the late '20s the space sales of magazine advertising faced a very similar situation.

In the Detroit area (automobiles, of course) the outlook for every magazine except two was extremely gloomy. This problem had to be faced realistically and it was done that way. Even the top two publications gave of their knowledge and offered their research material in order that some sort of constructive and basic presentation could be produced to help *all* magazines in presenting their particular part in this important means of communication.

A "magazine" club was founded and committees appointed to formulate a well balanced presentation on behalf of *all* magazines. It was not long before the agencies

The CHARLESTON Market Is West Virginia's No. 1 Market

PROGRESS IN CHARLESTON—Focusing attention on the Great Kanawha Valley as one of the world's great chemical producing areas was the opening here of Union Carbide's Technical Center. Some 160 teaching scientists from U. S. colleges toured the Center where 800 highly trained technicians create new products and devise new uses for old ones.

The Charleston Gazette Charleston Daily Mail Sunday GAZETTE-MAIL

Represented Nationally by JOHNSON, KENT, GAVIN & SINDING, INC

began to ask for the material and the representatives *and* their publications were commended for the work and results of the combined effort. In due course automobile linage began to show up again in almost all of the worthy magazines and the combined effort brought greater respect to their representatives than they had ever known before.

When a representative of any magazine rests his case on the destruction of some other publication, he and his magazine are going to lose in the end because he is not prepared to know the other story as well as he is supposed to know his own.

If this little ditty is of benefit to any active salesman today or to any group I shall be thankful. Good luck to all. And *don't* try to blame Leo!

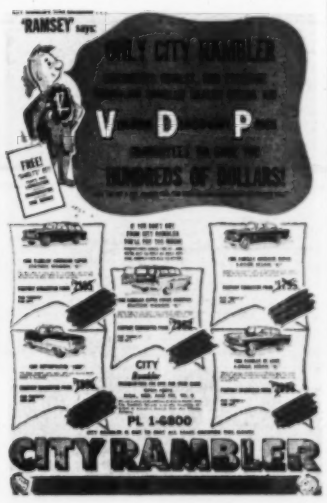
Harry Lytle,
Publishers' Representative, Chicago.

• • •

Do Rambler Dealer's Savings Cover 'All' Makes of Cars?

To the Editor: Re: the pertinent comments by E. B. Weiss in the issue of Nov. 16 on American Motors' sales procedures, the enclosed tear sheet from the Nov. 20th issue of the *Cincinnati Post & Times-Star* is pertinent.

Although the advertiser does not so state, it is to be assumed the saving of "hundreds of dollars" applies to the purchase of a Rambler as compared with the purchase of some much more expensive car.



If the advertiser includes *all* makes of cars in his "guarantee," as his ad implies, I'm wondering what is the reaction among 10 other Rambler dealers listed in the local phone book. Evidently he is a new dealer here, as he is not listed in the phone book, and this is the first City Rambler ad I have noted in the two local daily newspapers.

Incidentally, I hope Mr. Weiss was able to save "hundreds of dollars" on the purchase of his Rambler.

Edgar Hanford,
Cincinnati.

• • •

AA Fumbled Figures on 'TV Guide's' 10-Month Gain

To the Editor: Nothing pleases an ad director quite like a 10% revenue increase . . . unless of course, it's a 45% increase.

On Page 87 of your Nov. 30 issue, you credit *TV Guide* with a 10% revenue gain for the first 10 months of 1959 over 1958. As the enclosed release mentions, that 10% increment for 10 months reflects an increase over *all* of 1958.

Our PIB revenue for 1959 will show a 45% increase over 1958, and I thought that you and your readers would appreciate the correct statistics.

Mike O'Neill,
Advertising Director, *TV Guide*, Radnor, Pa.

Pro and Con in Mark Trail Attack on Billboard Clutter

To the Editor: It is refreshing to find someone with the intestinal fortitude to say something about the horrible billboard clutter in this country. It takes extra courage to do this because hell hath no wrath like the aroused billboard interests. The billboard crowd has plenty of opportunity to spout off about its "great service to humanity" and "the freedom of the press," but the long suffering public is rarely heard from. The outdoor advertising boys are well organized and extremely sensitive to criticism, so much so, that they have a representative running around trying to stop anyone from saying a word against them!

May freedom of speech prevail. May Ed Dodd and his Mark Trail and his sponsors ever stand above the pressures of those who would stifle the right to sound off.

H. Goldenberg,
Advertising Manager, Huntington Laboratories Inc., Huntington, Ind.

•

To the Editor: I was very much interested in the articles and the editorial on outdoor advertising in the Mark Trail comic strip (AA, Nov. 30).

The editorial convinced me that Mr. Dodd has exaggerated, puffed and misrepresented the placement of outdoor ads.

However, I wish that Advertising Age would be equally unhappy about exaggeration, puffing and misrepresentation of products in advertising.

Or is this kind of practice only wrong if it is turned against advertising?

Herbert Gans,
Institute for Urban Studies, University of Pennsylvania, Philadelphia.

• • •

'Rating Services' Due for Probe Next, Elwyn Failor Says

To the Editor: When the smoke clears away from the current rash of tv and d.j. investigations, we'll wager that "rating services" will be labeled as one of the most glaring demonstrations of fraud in history! Without a doubt, rating techniques have a sound foundation based on mathematical reasoning. But, it appears, they have matured into economic parasites.

What has happened? So far, there has been relatively little publicity about "rating" practices. Nevertheless, there will soon be supportable charges that "rating services" have actually spawned conditions that resulted in tv contest frauds, d.j. malpractice and evidence of questionable responsibility on the part of some advertisers.

One case, that emphasizes our point, happened in Dayton. Two nationally known "rating services" have, for the past two or three years, been in agreement that Dayton and the Miami Valley enthusiastically favored "rock 'n roll" music and personalities. Radio stations were encouraged to repeat over and over, the "top" rated 40 "r 'n r" tunes.

Concurrent with the federal tv investigations, officers of Radio Station WAVI, Dayton, became suspicious of these "rating" recommendations. So, through the newspapers, they invited the public to cast ballots *for* or *against* "R 'N R."

The amazing result of the ballot: 57 in favor of "r 'n r"; 9,060—plus 1,800 telephone calls—opposing "r 'n r." Less than .006% of the ballots cast favored a type of music that the two "rating services" repeatedly promoted as most popular and which encouraged some stations to occupy as much of 90% of their air time with this type of "music."

Making a product the public wants is a trick and gamble. Making the public *buy* what it wants is the science of advertising and salesmanship. Suggesting that there is a remotely efficient science that can capture a man's present and future preference is as unstable as trying to pick up a handful of quicksilver.

We hope the end of the "rating service" era is close at hand. We hope that with it will go with the chain reaction against minor deceits, fraud and general malpractice.

Elwyn E. Failor,
National Cash Register Co., Advertising & Sales Promotion, Dayton.

• • •

Creative Man Carps, He Says

To the Editor: I usually agree with the views expressed in "The Creative Man's Corner." I must certainly agree with this writer's own admission in the Dec. 7 issue that his comments are "carping."

Perhaps an occasional criticism will keep him on points of som - thing more than academic interest.

Ted Busch,
Public Relations Manager, Do-All Co., Des Plaines, Ill.

Jacob Ruppert Outdoor Sign With Wooden Frame Was First

To the Editor: The use of an inside simulated wooden frame around the poster shown on Page 65 of your Oct. 26 issue is not a "new technique."

Enclosed is a picture of our poster which appeared in the New York area two months prior to the poster depicted in this issue.

You will also note the added three-dimensional effect which our framing achieves.

Maurice Atkinson,
Advertising Manager, Jacob Ruppert, New York.

• • •

Every Cloud Must Have a Silver Lining—Even TV Fixing

To the Editor: Yesterday morning on the way to the station, my car radio played three songs which I remembered. "Rosalie," "Good Night, Sweetheart" and "I'll Take Romance."

Maybe it's a coincidence but I think the tv fixers could bring good music back to rock and roll radio.

The fixers got people interested in broadcasting—thence to radio and disk jockeys—thence to payolas.

Now the d.j.s will have to play good ASCAP music to protect themselves and also because they probably prefer good tunes anyway.

But the big importance to advertisers will be in the increase in adult listening at the expense of teen agers. The audiences will be better for most products and radio will come out of the control of hysterical rock and rollers.

Let's hope so!

Henry S. Jacobson,
Reach, McClinton & Co., New York.

• • •

Peugeot's Long Copy Is Read

To the Editor: As the agency for Peugeot Inc. we thank you for the Creative Man's article of Nov. 16 commenting favorably upon the Peugeot double page ad.

You might be interested to know that this ad achieved the following Starch score in the Sept. 7 issue of *Time*.

Noted %	Seen-Associated %	Read Most %
65	60	24

It was first in "noted," first in "seen-associated" and second in "read most." Its read-most cost ratio (200) was tied for first in the book—a notable achievement for a two-page ad.

Do people read long copy? Yes! Do people read the Creative Man in Ad Age? Yes, again. Our client was delighted to see his advertisement written up in this column. Most of my friends have mentioned the article. We couldn't be more pleased.

A. P. Ries,
Needham, Louis & Brorby, New York.

For Mid-America Advertisers . . .

BUY This Day

The COLORful family magazine of The Lutheran Church -Missouri Synod.

GREATER ACCEPTANCE

This Day is read thoroughly and with believability and confidence. Surveys reveal that 52.2% of the subscribers spend 2 to 3 hours reading This Day!

CONCENTRATED MID-WEST MARKET

Total paid circulation more than 105,000. More than 62,000 subscribers in these eight states:

Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Ohio, Wisconsin

LOW COST

Full page only $360 (12 ti. rate)

COLOR IMPACT

Print in four colors . . . full range! Beautiful, full-color illustrated editorial content. Published monthly.

This Day Concordia Publishing House
3558 S. Jefferson Avenue
St. Louis 18, Missouri

KWTV OKLAHOMA CITY

. . . on the scene of

President Eisenhower's 23,000 mile tour

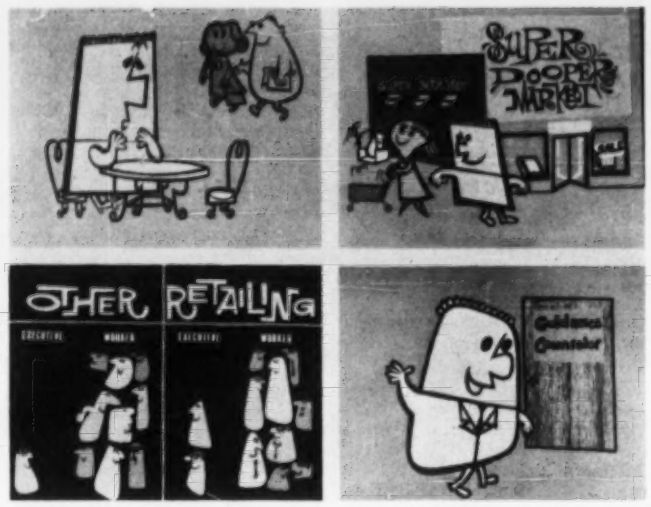
In keeping with KWTV's policy of sending newsmen where news is being made, News Director Bruce Palmer gave the KWTV Community first-hand coverage of the President's tour of eleven countries. Direct reports were made daily via trans-Atlantic telephone.

Palmer was the only correspondent from an individual television station to cover President Eisenhower's visit to the Middle East, South Asia and Europe. Carrying out KWTV's news policy, he has made two previous trips to Europe and one to Asia.

On-the-scene coverage of the President's tour is another example of why KWTV generates listener loyalty in its 54-county Community!

COS *BUY the TOWER with SALESpower in Oklahoma!*

Represented by Edward Petry & Co., Inc.
The Original Station Representative



EDUCATION—*These are four frames for a filmstrip designed to help high school students learn more about career opportunities in retailing. The strip was produced by the committee on careers in retailing of the National Retail Merchants Assn. Principal character is Joe Square (top left), who, as he learns more about retailing, is gradually rounded (bottom right). The film deals with retailing opportunities throughout the entire industry in all types of stores. The film, with sound, is available at $35 per print.*

Gebhardt Chili Powder Co. Merges with Beatrice Foods

Gebhardt Chili Powder Co., San Antonio, has merged with Beatrice Foods Co., Chicago. Gebhardt, which produces chili powder, chili and related foods, will retain its identity with the same products, brand names, manufacturing processes, policies and distribution.

Gebhardt markets its products under three principal brand names, Gebhardt, Eagle and Chili-Quik. Beatrice Foods said no changes are contemplated in Gebhardt's agency. Glenn Advertising, Dallas, is Gebhardt's agency; Beatrice Foods advertising is handled by Cunningham & Walsh, Chicago, and Maxon Inc., Detroit.

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'Nature' Publisher Gives His Magazine to 'Natural History'

NEW YORK, Dec. 22—In one of the most "natural" publishing deals of the year, the American Nature Assn. has donated *Nature* to the American Museum of Natural History, which will merge the publication with its own magazine, *Natural History*.

Effective Jan. 1, *Nature* (circulation about 45,000) and *Natural History* (circulation 85,000) will be published by the museum as *Natural History Incorporating Nature Magazine*.

■ According to a museum spokesman, the 36-year-old *Nature* was presented to the museum "as a gift" by Arthur Pack, co-founder of the magazine and president emeritus of the American Nature Assn., Washington, D. C.

Anne Keating, *Natural History's* advertising manager, said the combined book will continue on a ten-times-a-year schedule with a circulation guarantee of 100,000. Ad rates, she said, will be based on $700 per b&w page. #

National Supply Boosts Palmer

Kenneth L. Palmer, since 1957 assistant ad manager of National Supply Co., Pittsburgh oil field equipment manufacturer, has been named ad manager, succeeding Allen P. Colby, who has retired. Mr. Colby, with the company 38 years, had been ad manager since 1943.

Italy, France Will Boost Bourbon Quota, Marshall Reports

NEW YORK, Dec. 22—An end to the near-embargo against American bourbon whisky in France and Italy is expected in the near future.

This prediction was made last week by Admiral William J. Marshall, president of the Bourbon Institute, at a press conference following his return from an extended tour of Europe.

Admiral Marshall said that he had been assured by the Italian ministry of trade and the French ministries of economics and agriculture that substantial increases in bourbon quotas would be made effective soon.

■ On the basis of studies conducted by the Bourbon Institute, Admiral Marshall said, there is a potential foreign market for bourbon whisky in excess of 2,500,000 gals. annually. While this is only a small percentage of the total American bourbon market, which will surpass 71,000,000 gals. in 1959, he said, it is a "much-to-be-desired addition to the current market total."

Ending of trade restrictions in France and Italy, he said, will signify the accomplishment of the first stage of the institute to win an equitable trade position for bourbon in world markets.

The institute, Admiral Marshall said, is currently spending about $65,000 overseas to advertise bourbon whisky in *Time* International and business papers in Italy and and the United Kingdom. McCann-Erickson is the institute's agency.

Plans for expanding overseas advertising by the institute are being studied, Admiral Marshall said. #

RAB Adds Canadian Members

Radio Advertising Bureau, New York, has added 11 Canadian stations to its membership, in addition to a radio station representative, Stephens & Towndrow, Montreal. The new station members are CFRN and CHED, Edmonton, Alta.; CHUB, Nanaimo, B. C.; CKRC, Winnipeg, Man.; CHRC and CJQC, Quebec, and CJAD and CJMS, Montreal, Que.; and CKLC, Kingston, CKPT, Peterborough, and CKTB, St. Catherines, Ont.

Martin Baker to Doyle Dane

Martin Baker, an account executive with Ogilvy, Benson & Mather, New York, since 1956, has joined Doyle Dane Bernbach Inc., New York, as an account executive on OFC, Old Stag, and other Schenley brands serviced by the agency. The addition of Mr. Baker was prompted by the recent acquisition of the OFC account from Batten, Barton, Durstine & Osborn.

GF ABROAD—*Using wallpaper technique developed in the U.S. by Young & Rubicam, General Foods has run the first "high fidelity" newspaper color in Sweden with this full page in Svenska Dagbladet, leading Stockholm daily. Gunther & Back is the agency. The full color ad was preprinted on magazine stock and then fed from rolls into the newspaper.*

How-to-Open-Packages Problem Still Bugs Housewives: Miss McAndrews

CHICAGO, Dec. 22—Although the packaging industry often calls on women to tell what housewives like and dislike in food packaging, their advice has, for the most part, been ignored. Perhaps the industry ought to call in men who cook a lot and hear them out. They might make a stronger impression.

This suggestion was put to packagers attending the Food Packaging Council's third annual symposium here last week by Catherine McAndrews, information service manager of the Super Market Institute.

■ Among package problems she said women have pointed to before that haven't been solved are:

• Opening cans with keys—still a tricky operation in itself, she said, and when completed it also exposes a sharp edge. When keys disappear, as they often do when children are around, can opening is impossible, she added.

• "Press here to open" is still a joke on many packages, she said, because they haven't been perforated enough to make the opening job easier. Miss McAndrews referred the packagers to Cornelia Otis Skinner's book, "The Ape in Me," in which the author devotes a whole chapter, titled "Press Here to Open," to problems with opening packages.

• Egg cartons are still hard to remove eggs from, particularly when the eggs get stuck, Miss McAndrews said.

■ Other criticism of the packaging industry came from Dr. Edmund W. J. Faison, president of Visual Research, Chicago, a subsidiary of Market Facts, Chicago, who said he believes "not a single company today is doing an adequate package design research job" and that package research today is far behind advertising research.

The best packaging being done today is by processors of cake mixes and cereals, according to Dr. Faison. The worst packaging, he added, is being done by canned vegetable packers. "They have had roughly the same package for decades. They are afraid to make drastic changes lest they lose their long-time customers.

"With this attitude," he said, "they may be keeping their old customers, but they are not picking up their share of new ones." #

DX Sunray Boosts Middleton

Roy B. Middleton has been named advertising coordinator of DX Sunray Oil Co., Tulsa, succeeding L. S. McCaslin, who resigned to join Potts-Woodbury. Mr. Middleton formerly was advertising supervisor of the company.

Graphic Magazines Buys Book

Graphic Magazines Inc., Garden City, N. Y., has bought *El Arte Tipografico*, Spanish-language quarterly circulating in Latin America and published for more than 50 years by National Paper & Type Co.

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Shifting Pattern of Cigaret Brand Leadership

Rank	Brand	Company	Rank	U.S. Sales (in billions of cigarets) '58	'59	% Change plus or (minus)
1.	Pall Mall (K)	American Tobacco	2	58.0	64.0	10.3
2.	Camel (R)	R. J. Reynolds	1	63.0	63.5	0.8
3.	Lucky Strike (R)	American Tobacco	3	46.5	43.0	(7.5)
4.	Winston (KF)	R. J. Reynolds	4	41.0	43.0	4.9
5.	Kent (RF & KF)	P. Lorillard	5	37.5	36.0	(4.0)
6.	Chesterfield (R&K)	Liggett & Myers	6	29.2	28.0	(4.1)
7.	Salem (MKF)	R. J. Reynolds	10	19.5	27.0	38.5
8.	L&M (RF)	Liggett & Myers	7	24.0	25.0	4.2
9.	Viceroy (KF)	Brown & W'mson	8	22.2	21.5	(3.2)
10.	Marlboro (KF)	Philip Morris	9	20.5	21.0	2.4
11.	Kool (MR&MKF)	Brown & W'mson	11	13.7	13.7	0.0
12.	H. Tareyton (K)	American Tobacco	14	8.5	11.5	35.3
13.	Old Gold (R&KF)	P. Lorillard	12	13.3	11.2	(15.8)
14.	Philip Morris (R&K)	Philip Morris	13	12.9	11.2	(13.2)
15.	Parliament (KF)	Philip Morris	16	6.5	10.0	53.8
16.	Raleigh (K&KF)	Brown & W'mson	15	7.2	8.0	11.1
17.	Newport (MKF)	P. Lorillard	17	2.8	4.5	60.7
18.	Life (KF)	Brown & W'mson	—	—	1.6	—
19.	Oasis (MKF)	Liggett & Myers	19	1.4	1.5	7.1
20.	Hit Parade (KF)	American Tobacco	18	2.8	1.5	(46.4)
21.	Alpine (MKF)	Philip Morris	—	—	1.5	—
22.	Spring	P. Lorillard	—	—	1.2	—
23.	Duke	Liggett & Myers	—	—	1.0	—
	All Others			5.8	2.6	
Total				436.3	453.0	3.8

R—Regular, K—King, F—Filter, M—Menthol

Pall Mall Takes Cigaret Brand Lead from Camel

(Continued from Page 1)

ume of 64 billion cigarets. Camel dropped to second place, despite a sales increase to 63.5 billion from 63 billion units.

Lucky Strike and Winston tied for third place at 43 billion units each. But Luckies were down 7.5% from 46.5 billion units in '58, while Winston showed a sales increase of 4.9% from 41 billion units in '58. Next in order of sales this year were Kent (regular filter and king filter) and Chesterfield (regular and king).

■ Biggest improvement among the top ten cigaret brands, the report said, was registered by Salem, which attained a 38.5% sales gain and jumped from tenth to seventh place. Salem led the menthol group, which won a growing share of the market. Its total sales tacked on an extra 10.8 billion, Salem alone gaining 7.5 billion units.

Three of the successful new brands are also menthols—Belair, Alpine and Spring.

Rounding out the top ten sellers were L&M, Viceroy and Marlboro, each of which fell a notch before the Salem surge.

■ Camel's loss of first place, the report said, "is symptomatic of the steady decline in sales of regular cigarets. Dropping for a decade now, the group got 30.5% of the market this year, compared with 33.7% a year ago."

Despite loss of first place, the report pointed out, Camel, for the first time in eight years, sold more than it did the preceding year, and it was the only one of its group to gain this year.

■ The tobacco industry had an excellent year. The six major cigaret companies, combined, set a new high of $272,000,000 profit after taxes. Their products were smoked an average of 24 times daily by 35,000,000 men, while 24,000,000 women were one cigaret short of smoking a pack a day on the average. Gross sales amounted to almost $6 billion, nearly 1.75% of total consumer disposable income.

R. J. Reynolds Tobacco Co. garnered the biggest share-of-market increase, up 1.1%, thereby strengthening its hold on first place, with 29.5% of the market. It produces the leading regular (Camel), the leading filter (Winston) and the leading menthol (Salem). Its biggest weakness is the lack of a strong-selling king.

■ American Tobacco Co. stayed closest to its 1958 share of market figure, dropping only 0.1% to 26.4%. Pall Mall gives it a strong base, and it has the No. 2 selling regular in Lucky Strike. Its filter is a fair seller, but it lacks an entry in the menthols.

Liggett & Myers Tobacco Co. dropped 0.3% in share of market, to 12.2%, but still raised its estimated per share earnings 15¢. While its brands in most categories do well, it has no standout seller, the report said.

P. Lorillard Co. slipped the most in share of market—0.6%, to 11.6%—but it picked up a fairly impressive per-share earnings rise, 47¢. Its strongest brand is its filter-tip Kent, but it also has a fair-selling regular and king—Old Gold.

■ Brown & Williamson Tobacco Corp., with 9.7% of the market, dropped 0.2%. It has dropped out of the regular category entirely, but is heavy in filters, with strong-selling Viceroy backed by three lesser brands.

Philip Morris Inc. picked up 0.7% in share-of-market to tie B&W. While it has no standout seller, it has an entry in each class and is double-stacked in filters and menthols.

Over all, the report said, the industry's prospects are probably the brightest in several years. The cancer scare, while causing occasional ripples in the stock market, seems to have lost its deterrent effect on smoking.

■ "Probably the biggest problem facing the industry is the profusion of sizes, shapes and varieties of brands. Walter Knight, industry consultant and research director of the Greater Boston Chamber of Commerce, who prepares the *Business Week* survey, estimates that there are 117 varieties of cigarets offered smokers this year. The problem is especially acute at two end points in the distribution process—vending machines and supermarkets." #

Last Minute News Flashes

Compton and Baker, Tilden Conduct Merger Talks

CHICAGO, Dec. 24—Compton Advertising and Baker, Tilden, Bolgard & Barger have been engaged in merger discussions and reportedly are near a final agreement, ADVERTISING AGE learned today. Bruce A. Baker, president of Baker, Tilden, declined to comment, and Barton A. Cummings, Compton president, could not be contacted.

Lady Esther Names Cohen, Dowd & Aleshire

NEW YORK, Dec. 24—Cohen, Dowd & Aleshire has been named to handle the Lady Esther division of Chemway Corp., formerly at Donahue & Coe (AA, Dec. 21), effective Jan. 1. The account will "probably" bill around $400,000, according to Vincent Brunelli, president of the division.

Forstmann Woolens Shifts to Richards from BBDO

NEW YORK, Dec. 24—Forstmann Woolens division of J. P. Stevens & Co. will move its advertising account from Batten, Barton, Durstine & Osborn to Fletcher Richards, Calkins & Holden March 31. The bulk of the Stevens account had been at Bryan Houston Inc. since 1954; that agency became part of Richards earlier this year. Fuller Fabrics, a division of Stevens, remains at Hockaday Associates.

Farricker Moves to Geyer as Exec VP

NEW YORK, Dec. 24—Richard J. Farricker, formerly vp and management service director at McCann-Erickson, will join Geyer, Morey, Madden & Ballard Jan. 1 as exec vp. He will have general supervision of the Sinclair Oil Corp. and Sinclair Refining Co. accounts. At McCann Mr. Farricker was in charge of the Esso Standard Oil Co. account.

Million Market Names 7; Other Late News

• **Million Market Newspapers** has named top sales representatives in two cities: Grant Flynn, formerly with Batten, Barton, Durstine & Osborn, will be office manager in New York; Robert A. Reiff, sales manager in the Los Angeles office of *American Home*, will head up MMN's L. A. office. The New York sales staff, drawn from some 450 applicants, is shaping up. Already hired: Dan Gordon, former media director of Donahue & Coe; Albert Ofstie, from *Business Week*; Jack McWilliams, formerly with the *Philadelphia Inquirer's* New York office; William Collins, who leaves the *St. Louis Post-Dispatch* in New York, and Ted Hellier, formerly with *Time* in Detroit. Million Market will have its New York office at 525 Fifth Ave.

• **Langdon (Buddy) Caskin Jr.,** eastern advertising manager of *American Restaurant*, will join Blackburn Publications, New York, Jan. 4 as vp and advertising sales manager of *Modern Server & Spirits* (formerly the *Server*). In addition, J. Sidney Crane, former vp of Simmons-Boardman Publishing Corp. and now head of his own publishers' representative organization in Atlanta, will represent Blackburn Publications in the Southeast, except Florida, which will be serviced by M. A. Williamson, former publisher of *Chemical Engineering*.

• **Don Kemper Co.,** Dayton, Chicago and New York, will start the new year with about $1,000,000 in new billings resulting from its merger Jan. 1 with Williams Advertising, New York, under the Kemper name. Alfred S. Moss, Williams' president, becomes senior vp in charge of the New York office of Kemper, at 655 Madison Ave. About 15 accounts and most Williams personnel will make the switch to Kemper. Another 14 Williams accounts, billing between $250,000 and $300,000, departed earlier with Paul W. Faulkner and Rudi Littman, Williams vps who left to set up Faulkner Advertising, New York, last August. Mr. Littman has since left Faulkner. Kemper reports it billed about $6,000,000 before the merger.

• **Klau-Van Pietersom-Dunlap,** Milwaukee, has been named to handle advertising for the Central National Bank & Trust Co., Des Moines, and three seed distributors—Pioneer Corn Co., Tipton, Ia.; Pioneer Hi-Bred Corn Co. of Illinois, Princeton; and Garst & Thomas Hybrid Corn Co., Coon Rapids, Ia. The agency also added William B. Hill to its staff as account executive on new business; he formerly was at Compton Advertising, Chicago.

• **Internal Revenue Service** expects to publish Tuesday a final version of new regulations governing tax treatment of "idea" advertising. Trade sources say there are no indications of significant concessions varying from the proposed version which was sharply criticized at a hearing last month (AA, Nov. 16). The rules permit deductibility for ads expressing financial, social and economic views but bar "lobbying" ads.

• **Fairchild Publications,** New York, has confirmed reports that it plans to launch a metalworking daily in 1961, "if conditions then are still favorable."

• **Magazine Publishers Assn.** reports that a group of 70 publishers of 215 magazines predict gross dollar volume for their magazines will aggregate $885,000,000 in 1960, with circulation volume estimated at $402,000,000. MPA's president, R. E. Kenyon Jr., points out that in June a survey drew from 62 publishers the prediction of 11% more gross revenue in 1959 than in 1958—a prediction more modest than actual gains, which hit 13.6% for the first 11 months.

• **The National Assn. of Broadcasters** has retained New York attorney Whitney North Seymour, president-elect of the American Bar Assn., as special counsel to talk to the Federal Communications Commission about constitutional issues raised by program regulation. He will appear at FCC's programming hearing early next month.

• **Procter & Gamble** is the top national advertiser in network and spot television gross time expenditures for the first nine months of 1959, according to the Television Bureau of Advertising. P&G spent $72,639,411, compared with $62,038,295 for the first three quarters of 1958. Second place Lever Bros. spent $36,900,073. Others in the top ten, in order, are Colgate-Palmolive Co., American Home Products, General Foods, R. J. Reynolds, General Motors, Bristol-Myers, P. Lorillard and Adell Chemical.

• **Allen F. Flouton and Jack P. Rees,** both senior vps and directors of Compton Advertising, New York, have been elected vps.

• **J. Robert Conroy** has joined Ross Roy Inc., Detroit, as director of public relations. He formerly was vp in charge of public relations in the Detroit office of Grant Advertising.

Hamilton Mfg. Co. Appoints Monk, Cramer-Krasselt

TWO RIVERS, WIS., Dec. 23—Hamilton Mfg. Co. today named two agencies to handle its account. Cramer-Krasselt Co., Milwaukee, will handle the home appliance division, and Howard H. Monk & Associates, Rockford, Ill., will do advertising for the contract and professional divisions.

Hamilton recently moved from the Brady Co., Appleton, Wis., to Creative Group Inc., a new agency formed by ex-Brady staffers (AA, Dec. 7). But the company indicated at that time that it was investigating a new agency setup and said the Creative Group appointment might be an interim one.

■ Hamilton also announced it was bringing in Thomas A. Ramey as advertising manager. He formerly was ad manager of John Oster Mfg. Co., Milwaukee. Al B. Pupeter, Hamilton's present ad manager, will remain with the department. #

THOMAS G. MASON

FRANKFURT, Dec. 22—Thomas Gordon Mason, vp of J. Walter Thompson Co., died unexpectedly in his home here of a heart attack Nov. 20, the day after his 42nd birthday.

A Canadian citizen, though he was born in England, Mr. Mason was one of Thompson's top international executives.

He was graduated from the University of Alberta and joined Thompson's Toronto office in 1941; in 1948 JWT sent him to India, where he managed the Calcutta office until 1951.

He then moved to JWT's Chicago office to work on the Kraft account, remaining until 1955, when he was made a vp and was transferred to the New York office.

Mr. Mason spent two years in the international department in New York. Among other duties, he worked on the Pan-American World Airways account.

In July, 1957, as the countries of western Europe were beginning to hit their postwar economic stride, JWT dispatched Mr. Mason to Germany. He made his headquarters in Frankfurt but had responsibilities that took him to all JWT offices on the continent, particularly on Kraft Foods business, which Thompson handles in Europe.

■ Before leaving for Europe, Mr. Mason told ADVERTISING AGE in an interview: "If we don't all blow ourselves to bits, the future looks very bright."

Mr. Mason was scheduled to return to the Chicago office next year.

I. R. F. SPIEGAL

LOS ANGELES, Dec. 23—I. R. F. (Dick) Spiegal, 76, drug company president and former Chicago adman, died here Dec. 21.

Mr. Spiegal was president and owner of Norito Co., a drug company which produces a rheumatic and arthritic pain relief product. He moved the company from Chicago to Los Angeles three years ago.

He was born in Cincinnati, and moved to Chicago at an early age. He worked for a time for the old Ben Levin agency, and later for Lord & Thomas, where he was a vp and account executive for many years.

In the mid-'20s he left Lord & Thomas to set up Norito.

A consistent user of small-space newspaper ads, he became known for his insistence that his copy be carried "out in the open, above the fold."

U. S. Seeks Way to Put Teeth in TV Code

(Continued from Page 1)

the FCC that he and his associates will consider a policy change which will enable the Federal Communications Commission to obtain information about stations which are punished for code violations.

The anti-trust letter was obtained by FCC Chairman John Doerfer, who has been looking for ways to help make the industry's self regulatory program more effective.

After conferences with Attorney General Rogers, he proposed that the Department of Justice and FCC issue a joint statement assuring broadcasters that agreement to abide by codes which eliminate bad taste and deceit do not violate the anti-trust laws, so long as they are not a means to accomplish illegal purposes.

■ In response, the attorney general provided Chairman Doerfer with a letter which expresses confidence that voluntary codes of good practice can be adopted within the framework of the anti-trust laws to "play an important part in the improvement of radio and television programming as an adjunct to appropriate commission action to insure that its licensees operate in the public interest."

The precise meaning of the attorney general's observations is admittedly obscure. But NAB sources find in them assurance that concerted action through the code board to enforce good standards will be favorably regarded by the Justice Department, and that there is little likelihood of government anti-trust reprisal so long as the actions are non-discriminatory and reasonable.

Applied to the code, the letter seems to indicate, according to the considered judgment of NAB's people, that restrictions on a non-discriminatory industrywide basis —for example a ban on all liquor advertising—would be regarded as reasonable. Similarly, it is believed, identification of an individual advertiser who is part of a class covered in the code, ordinarily would be looked at as a reasonable requirement in a code enforcement program.

■ NAB people regard the letter as a big step forward. In the absence of any clear-cut official assurance, all code enforcement in the past has been handled with exceeding caution—and some trepidation. Now NAB not only has a letter which seems to offer encouragement, but it also has an invitation —which it expects to accept shortly—to visit the anti-trust division and discuss uncertainties which may remain.

Largely for anti-trust reasons, NAB's code review board has never identified any advertiser involved in an enforcement decision. For example, last spring Mr. McGannon carefully talked about "intimate personal products" and "hemorrhoid remedies." At no time has the code review board talked about Preparation H.

■ Last week, while the code review board was appearing before FCC, a member of the commission's staff asked how they explained continued use of a "Greek statue" commercial for an underarm deodorant. Mr. McGannon confirmed the "Greek statue" ad was being reviewed by the code review board.

Since the identity of the advertiser was obvious from the description used by the FCC attorney, E. K. Hartenbower, chairman of the subcommittee on personal products advertising, subsequently told Advertising Age the issue had already been largely resolved as a result of revision of the commercial—for Ban—obtained in cooperation with network continuity clearance officers.

■ Under questioning by FCC Commissioner Robert E. Lee, Mr. McGannon expressed misgivings about identifying advertisers whose ads are up for review. Throughout his testimony he had stressed the importance of developing adherence to the spirit of the code. "Publicity on individual cases might result in guilt by implication," he observed.

In addition, the board would also have to reconsider the risks of private litigation. While Attorney General Rogers can promise immunity from federal action—as long as he is attorney general—he cannot bind his successors, nor can he deprive individual advertisers of the right to sue if they feel concerted action by the tv industry has resulted in an unreasonable restraint on their right to do business.

With respect to identifying stations which are punished for violating the code, Mr. McGannon told FCC members last week that the code board has a commitment to all members that disciplinary actions will be kept confidential. This policy could not be changed, he explained, without submitting the matter for consideration by the tv board of the association, and providing the code subscribers with an opportunity to review their membership in the light of the changed situation.

■ The pressure for NAB to provide FCC with information about code offenders was one of many proposals mentioned last Friday for making the NAB code part of a tightened government-industry system for dealing with questionable practices in tv.

FCC members are united in feeling that matters of taste covered by the NAB code ought to be handled through a system of self-discipline in the industry. But a majority of the commissioners say effective sanctions for violating the code are needed.

One plan, frequently mentioned in recent weeks, uses the NAB code as the initial focus of disciplinary action. Appeals and more serious cases would be channeled to FCC.

■ During Mr. McGannon's testimony, however, FCC members questioned whether any effective sanctions could be applied while NAB protects the confidentiality of its disciplinary actions.

In particular, several commissioners were disturbed that even FCC can't find out which stations are punished for code violations. They argue that NAB's enforcement program would have considerably more meaning if stations knew that they might be accountable to the FCC if they were found by industry members to be operating in a manner which violates the code.

Mr. McGannon and his associates gave no encouragement to various proposals to get FCC into the code enforcement program. He contended that the code is a voluntary program.

"Fiat won't do the trick," he declared. "Compliance with the letter won't do the job. We need compliance with the spirit of the code."

He agreed, however, to consider the request for a procedure which will let FCC know when a station has its code privileges withdrawn.

LEAD AD—*H. J. Heinz Co., Pittsburgh, launches its $100,000 "Red Magic" contest with this two-color page in the Feb. 2 Look and Feb. 6 Saturday Evening Post, plus Family Weekly, Parade and This Week Magazine and independent Sunday supplements late in February. Maxon Inc., Detroit, is the agency.*

Nielsen Dickers With Canadians

(Continued from Page 8)

ranging from 40% to 47% if all broadcast-using clients of agencies subscribed; and (2) advertisers could get the service for 20% to 29% less than before if none of their agencies subscribed, or they could get price cuts of 60% to 65% if all their agencies came into the deal.

■ Nielsen's latest offer was apparently well received by Toronto agency men, but the consensus continues to be, "How can we afford the service?" The agency executives seem to think that even at reduced rates, the service would be a minus investment for at least a year—when they figure they would start getting figures commercially worth while.

Mr. Nielsen told the advertising men that the reduced price schedule was "justified solely on the assumption that it will attract a sufficiently increased number of clients to create a larger aggregate income than is apparently obtainable with the present price schedule."

■ He added that his organization had already made "a rather large investment in audience research in Canada, and we are prepared to finance substantial losses for a period of several years" provided that the broadcast index service started off with 60% of the "volume required for successful operation."

Mr. Nielsen told the Canadians that his broadcast division in the U.S. lost $1,000,000 annually on occasion and that its losses continued for 15 years.

"Even if a normal margin of profit were attained today (and this has certainly not yet occurred) it would take another 12 years to repay the losses," he said.

■ Mr. Nielsen said that while the U.S. broadcast division "charged prices which necessarily averaged far higher than those of competition," it acquired "more than 700 active, long-term continuous contracts with advertisers, agencies, stations, networks and program producers."

He said that "some conception of the importance these organizations attach to our service can be gleaned from the fact that there are 70 of them which pay more than $10,000 each per year, the individual annual charges for this group ranging from $10,680 to more than $387,000." #

Kintner Hits Reeves' 'Abdication' of Industry Responsibility for Ads

(Continued from Page 8)

groups, labor organizations and information media for a mutual exchange of views. The commission's purpose was to find new outlets for informing the public about its enforcement efforts and to mobilize support for future appropriations requests. In exchange, it said it welcomed any suggestions the delegates wished to offer.

In addition to well-known consumer organizations, the guest list included such media groups as National Assn. of Broadcasters, American Newspaper Publishers Assn. and Magazine Publishers Assn. FTC's top people in all branches of deceptive advertising work were on hand to outline the commission's efforts in such fields as deceptive pricing, bait and switch, door-to-door selling and the employment opportunity field.

■ Repeatedly in the past two days Chairman Kintner, members of the FTC staff, and spokesmen for better business bureaus have been speaking out for self regulation —at a session dominated largely by consumer group spokesmen demanding tougher federal policing.

In his opening remarks, Chairman Kintner commented yesterday that all unfair and deceptive practices could be stamped out—"if our citizens wanted to pay for a Gestapo.

"The public would be completely protected. Nothing would be stolen except our system of government and our freedom.

"The repugnance of a police state is so obvious that I will spare you the rhetoric," he said. "Instead I think we are agreed that our system of government demands morality and self discipline from our citizens.

"We only want as much governmental policing as is necessary to control the few who through ignorance or defiance would violate the laws of the land. Unhappily there are plenty of both types, and the job of educating the one and halting the other is taxing the Federal Trade Commission's capacity."

■ As discussions unfolded, the commission's guests spoke out for an array of moves, almost all of them involving tougher laws and more federal intervention in marketing:

• Colston E. Warne, president of Consumers Union, said the best way to deal with the fake list price problem would be to prohibit manufacturers from establishing suggested list prices.

• Prof. Richard L. D. Morse, of Kansas State University, president of the American Home Economics Assn., plugged for expanded government grading and labeling activities.

• Victor H. Nyborg, president of Assn. of Better Business Bureaus, stressed successes achieved by newspapers and by radio-tv stations which cooperate in eliminating misleading advertising. He said so many investigators are digging deeply to seek the truth about practices of all kinds—in labor, business and government—that the good is turned up with the bad. "The morbid feed off the mistakes and skullduggery of those exposed. Because people are disturbed about the bad as it is exposed, faith and mutual trust tend to become strained and there are cries for more regulation by legislation," he said.

• Edwin K. Lockard, general manager, Better Business Bureau of Baltimore, closed his discussion of deceptive advertising of employment opportunities with a similar caution. "In the process of educating the public," he said, "it is suggested that care be exercised to avoid creating a national neurosis that would cause the feeling that all advertising is suspect."

• John J. Burke, vp of National Better Business Bureau, agreed the direct selling field has been a major trouble area, but he emphasized that the vast majority of the 1,500,000 sales people in the $2.25 billion direct selling industry operate in the public interest. In particular, he said, he wanted to commend the magazine subscription industry and book subscription industry for developing industry-wide programs of self regulation in cooperation with better business bureaus and chambers of commerce. He also commended FTC efforts in this field.

Speaking with deep feeling, the chairman turned to the question of self regulation in the advertising industry during the closing minutes of the two-day session.

With a copy of this week's Advertising Age in front of him, he told the meeting that two front page stories caught his attention. One was the Rosser Reeves interview, which he interpreted as an "abdication" of responsibility. The other was a report on the testimony before the FCC last Friday of the NAB code review board's chairman, Don McGannon. "I applaud the efforts of his organization," Chairman Kintner said, "and I feel that they are symptomatic of many, many efforts and accomplishments that will come from the business community in the future."

■ The drama of the situation was amplified by the fact that FTC only recently named Ted Bates Inc., and Ted Bates vp David Loomis as parties in a complaint issued against advertising for Life cigarets. Chairman Kintner noted, as he began to discuss the interview, that "the quotation was from the representative of an advertising agency we have just sued."

With respect to Mr. Reeves' belief that FTC ought to have more money, Chairman Kintner expressed confidence this is going to be provided.

The increases FTC is requesting are relatively modest, he reported, because the commissioners feel expansion must occur in a series of annual steps in order to allow proper training of new personnel.

■ Chairman Kintner's emphasis on voluntary procedures aroused some skepticism among participants. Dr. Edward Reish, of the New York City board of education, commented, "All of us in education know no teacher can get respect unless he gives some zeros." He wanted to know: "Will FTC give zeros and post a 'flunk list'?"

Dr. Persia Campbell, department of economics, Queens College, said FTC could help educate consumers by having its own tv program.

Commissioner Robert Secrest replied the commission has no money to produce its own program, and it can't be on a sponsored show. "Who knows?" he said. "We might be suing him next week." #

Akas to American Concrete

Thomas C. Akas, formerly executive director of Mail Advertising Assn. International, Detroit, has been named advertising manager of American Concrete Institute, Detroit. Mr. Akas succeeds Charles L. Cousins, who has joined the advertising staff of the Pontiac division of General Motors Corp.

ADVERTISING REVIEW:

(Continued from Page 3)

publications, and the shift in frequency of others. The *Wall Street Journal* noted that it was the 10th largest newspaper in the U.S. *Electrical Merchandising* went weekly. There was a notable swing to offset printing. Eight McGraw-Hill publishers were named in a single year. Advertisers and agency men continued to ask for a single audit, and to be met with oblique answers. Alan Walcott, exec vp of Audit Bureau of Circulations, said he saw little possibility of a single audit under existing conditions.

The broadcasting media had a year of travail—but not financially. Sales were never better, and rocketing values of television and radio stations (as well as the long line for am grants) testified to what investors thought of the medium. (Its Washington problems are covered below.) On the business side it shuffled programming personnel, and worried about such problems as pay television and community antennae.

The FCC okayed a three-year

FCC Okays Three-Year Pay TV Test, Limits Each System to One Market

Compromise Contains Adequate Safeguards, Rep. Harris Concedes

WASHINGTON, March 25—The legislative sword which had been dangling over the heads of subscription tv promoters was suddenly removed today under an arrangement which will enable public tests to go ahead if backers dare willing.

The conditions for the test, ... which Congress threatening ... Federal ... FCC suspended the plan ... public, but they get three years ... which to recoup their investment through the sale of programs, and to test their theories in the open market.

Since early last year, the House committee on interstate and foreign commerce, led by Rep. Oren Harris (D. Ark.), has been threatening to introduce legislation banning all pay tv, including closed circuit systems.

test of pay television, something that was endorsed by such disparate witnesses as Ralph Bellamy, president of Actors' Equity, and William F. Buckley, the embattled editor of *National Review*. It was the year of Preparation H, the hemorrhoid remedy whose makers may have been astonished to find its new importance as a measure of whether a station operates in the public interest. The proprietary became the test point of the tv code, and Donald McGannon, of Westinghouse, went across the country appealing to the self-interest of broadcasters and to self-regulation.

■ It was the year that Broadcast Advertisers' Reports found there was still plenty of triple-spotting going on. The year ARB pulled its instantaneous rating service out of Chicago, with ARB president Seiler commenting that stations "only want numbers." It was the year Firestone's "Voice of Firestone" abandoned the air, unable to get network position satisfac-

Firestone's Ryan Tells Tribulations of 'Voice' to FCC

Ad Exec Tells Probers of Alternative Proposals Offered by Networks

WASHINGTON, July 22—Firestone Tire & Rubber Co. was "shocked" in 1954, when National Broadcasting Co. ousted the 26-year-old "Voice of Firestone" program ... Fuller ...

tory to it. It was the year of increased pressure for a single rate in radio. It was the year when FTC investigators began to monitor stations and to comb their operations. It was marked by considerably more broadcaster concern about program and commercial content.

In the outdoor field, significant developments were in the increases in new classifications, changes in personnel in selling organizations, and an improved Washington outlook, as Sen. Robert Kerr's rider considerably altered the rigorous federal bill. Metropolitan Broadcasting bought Foster & Kleiser, Grace subsidiary and kingpin of West Coast outdoor.

Washington Rundown

This is a capsule report on the year's developments:

Postal: President Eisenhower asked for $350,000,000 increase in postal rates, but nothing happened during the year. Future rules on odd-size mailings announced. Liberalized rule on swatches in publications. An important official tells AA's Washington editor that there isn't any necessity for rapid mail delivery in this country, anyhow.

Justice: Achieved a consent settlement requiring NBC to dispose of radio-tv properties it swapped with Westinghouse in Philadelphia. Obtained a settlement with the *Wichita Eagle* on forced combination rates.

Federal Communications Commission: Considered the ancient problems of option time, must-buy and representation by networks. It has circulated for comment a proposed rule retaining option time in modified form. It has studied the problem of network domination of tv programming in summer hearings, and has ordered CBS and NBC to withdraw from spot sales representation of affiliates. It is listening to a variety of public opinion on program content.

Cranberry Push Melts in Heat of Cancer Scare

$3,000,000 '59 Budget Loses Flavor When U.S. Says Berries Are Tainted

NEW YORK, Nov. 13—The Department of Health, Education ... Welfare voiced its suspicion this week that cranberries treated with a weed killer may cause cancer, thereby blasting the industry's holiday sales hopes and vitiating its $3,000,000 ad investment during 1959.

... federal ... expert ...

Food & Drug Administration: Secretary Flemming started the cranberry-cancer controversy and stopped the use of female sex hormones to fatten poultry. Food & Drug commissioner George Larrick outlined FDA policy of seizure of weight reducing products, later attacked "nutritional quacks" among food advertisers, and made a policy decision against cholesterol claims in food advertising. He pressed for legislation clarifying government authority in food additive field.

Federal Trade Commission: Earl Kintner, new chairman, moved vigorously in several directions. Complaint issued against Union News, American News and 16 magazine publishers; involving payoffs for newsstand display. Complaint against phony guarantees by battery manufacturers. Won major victory in Carter Products case, after 16 years of litigation. Complaint against Libby-Owens-Ford and General Motors for tv commercial in which competitive glass wavered before the camera but LOF glass was represented as clear, a clarity achieved by shooting out an open window. Complaint against Colgate's Gardol. Complaint against Brown & Williamson and agency, Ted Bates & Co., and account executive David Loomis. Indications agencies are targets of future FTC attention.

Lobbying Advertising: The public power controversy is in the forefront here. In January the Electric Company Advertising Program appealed to the Federal Power Commission when a hearing examiner refused to consider testimony that ECAP ads are necessary for welfare of private utilities. FPC upheld the examiner's ruling, and the case seems headed for a court review. The Supreme Court in February upheld in a case involving claimed deductions for ads by a liquor wholesaler in a dry law referendum the Internal Revenue rules disallowing ads seeking to affect elections and legislation. The IRS sought to reassure advertisers, and this fall tried to clarify the issue with a proposed regulation specifying idea ads are deductible unless used to influence legislation or an election. Many trade groups protested.

Defense: Efforts to get more liberal status for advertising as a cost in defense contracts were snagged when President Eisenhower expressed annoyance over missile arguments in ads. Secretary McElroy upheld the importance of advertising in informing the public on defense. Revised rules issued by the Defense Dept. in November continued to limit the amount of advertising which is a reimbursable cost in military contracts, but make no effort to force curtailment by contractors out of their own overhead funds.

Miscellany

Cole of California slid an unobtrusive nude into an ad for its bathing suits, got lots of attention. Carter Underwear had a symbol, "Mr. Underwear," a fellow named Klack. William H. Coy, Detroit agency head, urged broadcasters to broadcast happy weather reports, saying "partly sunny," not "partly cloudy." William W. Holman, who had been advertising director of *Sports Illustrated*, left magazine publishing and began study for the ministry. Jerry Field's Jobs Unlimited took over Walter Lowen's employment agency.

Shure Bros. offered a Rolls-Royce, in an unusual contest through William Hart Adler, Chicago. A woman in Great Falls, Mont., sued a furniture store for $6,000, claiming she won a contest in which she was supposed to win a swimming pool, wound up with a goldfish bowl.

The FBI moved in on Seven-Up Co. and J. Walter Thompson, insisting they make Fresh Up Freddie, a spot radio commercial character, stop referring to a fictitious movie, "I was a Wonderfully Terrific Teen-Ager for the FBI."

■ Trading stamps hit a $550,000,000 volume in 1958. J. Paul Getty, called the richest man in the world, told *Look* he couldn't stand brain-storming, three-hour lunches or executive timidity. David Ratke, promoter, arrested for false advertising, at one time had FTC working on six Ratke companies. The National Better Business Bureau warned about the continued existence of a vanity press. C. L. (Chet) Posey, vp and Chicago manager of McCann-Erickson, told a meeting that "clogged media" were a problem, that advertisers were kept from spending as much money as they would like.

It was a year in which the Post Office tried to keep a movie company from using the Goya nude in advertising, although it appeared on Spanish stamps and had been published editorially by magazines. The Post Office also lost the argument over "Lady Chatterley's Lover," but the many versions of the Lawrence book caused a squabble among pub-

'N. Y. Times' Accepts Grove Ad After P.O. Says: 'No Objection'

NEW YORK, July 14—The *New York Times* reversed its policy last week and accepted the Grove Press ad which states: "The Post Office ban forbids us to tell you where you can buy a copy of 'Lady Chatterley's Lover'."

The ad has been running in papers across the country but the *Times* had rejected it after the Post Office ruled that the D. H. Lawrence novel is an "obscene" work. The rejection was based on the advice of counsel that the *Times*' mailing privileges would be in jeopardy if it accepted the ad (AA, June 22).

■ The *Times* lifted its ban after being informed by the American Book Publishers Council that the Post Office had no objection to this ad.

lishers. David Ogilvy advocated a campaign to sell travel to the U.S. in a speech to the Four A's, and offered it to any sponsor, and so far no one has taken him up.

Obituaries

Among the prominent advertising men who died during the year:

Seymour Berkson, 53, publisher, *New York Journal-American*, and former vp and general manager of International News Service . . . Alfred Welles Diller, 86, former financial advertising specialist, one-time vp of the former Merrill, Anderson Advertising Agency, and a special advertising counsel for American Bankers Assn. . . Richard J. Potts, 76, dean of Kansas City admen and retired board chairman of Potts-Woodbury.

Edward J. Noble, 76, board chairman of Beech-Nut Life Savers, finance committee chairman of American Broadcasting-Paramount Theaters, and a former under-secretary of the U. S. Department of Commerce . . . Edward S. ("Ned") Jordan, 76, president of the former Jordan Motor Car Co., and author of one of the best-known ads of the 1920s, "Somewhere West of Laramie," which reportedly set the pattern for much modern automobile advertising.

■ Hulbert Taft, 81, retired editor and publisher of the *Cincinnati Times-Star*, and a nephew of President William Howard Taft . . . Vincent Astor, 67, millionaire real estate owner, board chairman and principal stockholder of *Newsweek*.

S. Harris Shevelson, 42, editorial director of *Madison Avenue*; Howard A. Kass, 32, merchandising coordinator for Sales Communications Inc., a subsidiary of McCann-Erickson; Burrous Judson Martin, 60, owner and president of B. J. Martin & Co., Chicago business pa-

Ad. Publishing World Hard Hit in N. Y. Plane Crash

NEW YORK, Feb. 5—Among the 65 passengers dead or missing in the crash of an American Airlines plane near LaGuardia Airport here just before midnight on Feb. ... were seven persons who had been associated with advertising, marketing or communications activities of various organizations.

Following is a list of those ... believed to have perished:

per publisher; Stuart Patterson, 28, secretary-treasurer of Patterson Publishing Co., Chicago business paper publisher; Harold S. Zewiske, 59, western manager of *Vogue* and head of the Conde Nast Publications' Chicago office; and Beulah Zachary, 45, producer for Chicago tv station WBKB, and producer of "Kukla, Fran and Ollie" for ten years, all were killed in a plane crash near LaGuardia Airport, New York, Feb. 3.

■ Marco Morrow, 89, retired vp and assistant publisher of Capper Publications, former president of Agricultural Publishers Assn., director of the Audit Bureau of Circulations for 22 years, and prolific writer of magazine articles . . . Edwin T. Gibson, 74, retired exec vp of General Foods Corp., and chairman of Market Research Corp. of America, who was chosen "man of the year" in 1943 by National Assn. of Manufacturers . . . John J. Louis, 63, former senior vp of Needham, Louis & Brorby, Chicago.

Carl Helm, 70, legal consultant to Hearst Publications and a specialist in the law of libel . . . Lloyd Carpenter Griscom, 86, chairman of the *Tallahassee Democrat*, and a former U. S. ambassador to Italy (1907-9) . . . Duncan Hines, 78, a printing salesman who became America's foremost where-to-eat authority . . . George Enzinger, 66, veteran Chicago and Milwaukee agency executive.

Harold R. Carson, 64, one of the pioneers of Canadian radio and president of All-Canada Radio & Television Ltd. . . . Dr. Edward Lester Lloyd, 55, former exec vp of A. C. Nielsen Co., Chicago . . . Howard C. Wilson, 76, founder, director and honorary board chairman of Wilson, Haight, Welch & Grover, Hartford, Conn.

■ Sherwin Cody, 90, author of books on how to speak and write better English, and an important national advertiser for more than 40 years . . . Alfred N. Steele, 57, chief executive officer and board

Alfred Steele, 57, Who Masterminded Pepsi's Climb, Dies

NEW YORK, April 21—Alfred N. Steele, 57, chief executive officer and board ... of the Pepsi-... here

chairman of the Pepsi-Cola Co. . . . Pierrepont Noyes, 88, former president and board chairman of Oneida Ltd., silverplate manufacturer.

Henry P. Bristol, 70, executive committee chairman of Bristol-Myers Co., pharmaceuticals manufacturer . . . J. Battista Cella, 78, president of Cella Vineyards, producer of Napa wines, and dean of the California wine industry . . . Jack Beddington, 66, deputy chairman of Colman, Prentis & Varley, a leading British agency . . . Elmer J. Baker Sr., 97, pioneer in the trade paper field and publisher of *Farm Implement News* for 66 years . . . Roger S. Littleford Sr., 72, chairman of Billboard Publishing Co.

William T. Cresmer, 83, pioneer newspaper representative and board chairman of Cresmer & Woodward . . . A. Howard Fuller, 46, president of Fuller Brush Co., when his Mercedes sports car blew a tire and catapulted off the highway near Hawthorne, Nev. . . . Otto L. Bruns, 62, vp and sales representative of Advertising Publications Inc. . . . Llewellyn Brooke White, 59, author, editor and former State Department aide, whose book, "The American Radio," published in 1947, created a major controversy in advertising circles.

■ James W. Brown, 85, chairman of *Editor & Publisher* . . . Harvey Manss, 73, retired president of Bayer Co., a division of Sterling Drug Inc., and a former account exec with J. Walter Thompson Co. . . . Charles Allen Ward, 72, president of Brown & Bigelow, St. Paul, Minn., world's largest producer of calendars and advertising specialties . . . William B. Kastor, 84, secretary of H. W. Kastor & Sons Advertising Co., Chicago, and a vet-

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1959
47,344

NOTICE

Due to the New Year holiday the deadline for classified advertising will be December 29 for the January 4 issue.

HELP WANTED

PHOTOENGRAVING SALESMAN, Out-of-town plant doing top quality, black-white and color seeks New York Salesman. Replies confidential.
Box 3128, ADVERTISING AGE
630 Third Ave., New York 17, New York

ACCOUNT EXECUTIVE with farm or industrial client experience with twenty-five year old Midwest Agency. Must be able to write effective copy. Broadcast media or film production knowledge helpful. Salary open plus attractive profit-sharing plan. Send complete resume, salary requirements and recent photo to
Box 3181, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING SUPERVISOR
We are looking for an aggressive young advertising executive who would like to become associated with a large growth company which is manufacturing a "Name" product sold to distributors, dealers.
Requires ad agency or national advertised product management experience. Capable of supervising advertising department. Relocate Minneapolis, Minnesota.
Please send confidential resume to
Box 3221, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

NEWSPAPER LAYOUT ARTIST
MAN or WOMAN— Age not important, but ability to make good, fast and imaginative retail advertising layouts is. Retail store experience helpful, but not necessary. The person who has above qualities mixed with finished art ability and a flair for lettering will get top consideration. Opening is immediate and permanent in a modern newspaper art department. Starting salary dependent on demonstrated abilities and previous experience. Investigate this opening by calling collect: **Dean Davis, Evansville Courier and Press, HA. 4-7711, Evansville, Indiana.**

EXECUTIVE & CLERICAL EXPERIENCED & TRAINEE
Publishers Employment
49 E. Ohio St., Chicago, SU 7-2255

SALESMAN OF LITHOGRAPHY
22-30 with approximately 2 year sales plus inplant training. Tremendous opportunity with finest color house. Complete equipment and modern plant, including 4-color web. Want high caliber man with enthusiasm, desire and ability to sell high caliber lithography. Salary will be appropriate. Chicago sales only. You will be with a real leader in the lithographic process field.
W. A. KRUEGER CO. RA 6-7117

HELP WANTED

Two (2) Account Executives wanted for expanding advertising agency. Billing not essential but helpful. Prefer industrial and trade accounts.
Box 3238, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

RETAIL ADVERTISING SUPERVISOR
For chain of mid-west department stores. Able to do layout, rough art and copy. Free to travel. $6500 to $7000 to start. State age, education, experience in detail, recent earnings.
Box 3239, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MOLENE PERSONNEL SERVICE
publicity ..... editors
advg. managers ..... copywriters
artists ..... media ..... production .....sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St. Chgo 3

EXPERIENCED SPACE SALESMAN— ready for considerable executive responsibility wanted for Chicago office by prominent firm of magazine publishers representatives. Full resume and snapshot required before personal interview arranged.
Box 3243, ADVERTISING AGE
630 Third Ave., New York 17, New York

POSITIONS WANTED

artist/tech. *SELLING AIDS
11 years with leading jewelry chain, designing and producing "P.O.P" promo. material. (*Signs, streamers, mobiles, countercards, displays, etc., etc., etc.,) Prefers Calif. For full resume, write:
Box 3242, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Available Jan. 1st 5 years national adv mgr 2nd evening paper over 125,000 cir. Showed consistent gains. Rep. magazine experience previously. 12 years in food business outstanding merchandising record known in all agencies. Please contact **Mr. J. H. Sawyer, Sawyer-Ferguson-Walker Co., 333 North Michigan Avenue** for further information.

MARKETING EXECUTIVE DESIRES TO RELOCATE CHICAGO
10 years with agency and manufacturer (New York) Emphasis drugs, cosmetics, fragrance. Responsible all phases planning, research, follow through.
Box 3241, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS OPPORTUNITIES

Small bi-monthly industrial magazine for sale. Only publication in its field. Good "one man" enterprise. Bargain
Box 3232, ADVERTISING AGE
630 Third Ave., New York 17, New York

Our 48th Year
No job listings this week—for the same reason that the fattest weeklies thin to mostly editorial this time of any year. Who's reading?
Only a few jobs still hope to find men for early-January interviews, and mostly we have the men for the best of these.
SO . . . Merry Christmas NEXT year! And may 1960 be one you'll always enjoy remembering.
GLADER CORPORATION
Don Harris, Dir. Adv. Div.
110 S. Dearborn CE 6-5353

BIRCH Personnel Service, Inc.
The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, Ill.
CEntral 6-5670

HAPPY NEW YEAR!
As you ring out the old year and ring in the new, please accept every good wish for a happy, healthful and prosperous 1960.
GEORGE E. PYLKAS
Executive Advertising Consultant
CADILLAC ASSOCIATES, INC.
29 E. Madison Bldg., Chicago 2

PUBLICITY— SALES PROMOTION
National manufacturer with headquarters in Chicago in the food-beverage field has an exceptional opportunity for a young man experienced in:
- creating and directing publicity to trade journals
- creating direct mail programs to prospective and existing clients
- developing sales promotion tools in the food or beverage field

Right man will have excellent future with growing company. Good salary and fringe benefits. Send complete resume of educational and job experience as well as salary requirements. All replies confidential.
Box 862, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

COMPANY PRESS-BUREAU CHIEF
To establish and direct press bureau for major Southern California electronics firm with national and international operations. Opportunity for further advancement in growing corporate public relations department.
Position requires a strong background in newsprint journalism and executive potential. Preference given to those with additional technical-industrial experience.
Salary: $10,000-$15,000
Send complete resume to:
Box 27 R-392
Advertising Age
4041 Marlton Ave.
Los Angeles 8, Calif.

If marketing appliances is your business, then ask for a Sample copy.
QUINN'S
The News Magazine for those Who Sell or Service Appliance Dealer Items in the Eight Pacific States
(Formerly "California T-V & Appliances")
10,000 guaranteed "Guided Circulation". Guided to the fastest growing LOOKING, LISTENING & LIVING market: Hawaii, Alaska, Wash., Ore., Calif., Ariz., Nev. & Idaho. To be audited by **VAC,** Verified Audit Circulation Co.
Ask Quinn:
Quinn's, 229 E. 4th St., Los Angeles 13
MAdison 6-5004
(A Parker & Son Publications, Inc. magazine; Bill Bowen, Publisher; Bill Quinn, Ed.; Don Martin, Adv. Mgr.)

SALES REPRESENTATIVE
One of country's largest service organizations in the industrial illustrating and writing fields desires a representative with proven performance record. Unusual opportunity for right man. N.Y.C. headquarters. Write fully in confidence for personal interview.
Box 861, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

OUR 85 MEMBER REPS ARE ALL SELF-IMPELLED CALL MAKERS! TRY US—AND SEE!
Association of Publisher's Representatives
70 East 45th St.
New York 17, N. Y.
APR

COPYWRITER
Religious Publisher
Ideal working conditions in pleasant Chicago suburb. Leading evangelical Protestant publisher of Bible-based Sunday School materials offers unusual opportunity for young man or woman who enjoys writing advertising copy. You may have had several years of solid copy experience, or you may be fresh out of college, but you have a flair for writing copy that sparkles. Knowledge of graphic arts helpful but not essential. Must be conversant with fundamental evangelical beliefs of the Protestant faith. Box 860, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

SALES MANAGER
Expanding Midwest company needs an experienced, successful sales manager under age 45. Outdoor advertising background is preferred. He must have the ability to train and direct a sales force and be a good closer, himself. Start $10-12,000 plus profit sharing with excellent future in top management at policy-making level.
Send resumes to:
Mr. Coughlin
Graebner & Company
401 Mobile Oil Building
Minneapolis 2, Minnesota

EXPERIENCED ADVERTISING MAN
Fine opportunity for experienced man to assist ad manager of national truck-trailer manufacturing company. Must be good copy writer and administrator . . . and be familiar with production techniques and dealer sales promotion materials. Experience in some aspect of trucking industry preferred but not absolutely essential. Background in industrial advertising a *must!* Prefer age 25 to 40. Company benefits and good salary with rapidly growing midwest firm. Send complete resume and salary requirements with first letter.
Box 858, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

SALES PROMOTION
WRITER
Rapidly expanding division of major electronics firm has a challenging opportunity available for experienced advertising-sales promotion writer. Background in electronics required. Excellent job to start, with plenty of growth potential for versatile man in expanding semiconductor industry. Salary commensurate with ability. Working climate is as attractive as the living climate in famed Southwest resort area. Send complete resume, in confidence, to Box 859 Advertising Age, 200 E. Illinois Street, Chicago 11, Illinois.

Lawry's Foods, Inc.

announces the opening of applications for the new position of

MERCHANDISING DIRECTOR

Job Requirements are as follows: University or college graduate, 28 to 40 years old. Minimum past earnings of $11,000 annually. Four years minimum merchandising/sales experience with medium to large food manufacturing company whose products are distributed nationally.

General Experience: Promotional campaign planning, point of purchase display merchandising, agency contact and liaison work, field sales training, new product planning, price and discount strategy.

Qualified applicants should send resume to Mr. Ralph Frank, Jr., Vice Pres., Lawry's Foods, Inc., 568 San Fernando Road, Los Angeles 65, Calif.

eran of more than 60 years in the agency field . . . John Donnelly, 49, exec vp of John Donnelly & Sons, Boston, outdoor advertising company.

Arthur Royce MacDonald, 66, president and treasurer of Arthur R. MacDonald Inc., Chicago agency . . . Dorothy Shaver, 66, president of Lord & Taylor, New York, department store, and first woman ever elected to head so large a corporation . . . Alfred J. McCosker, 72, pioneer in the radio industry, former president of WOR, New York, and former chairman of Mutual Broadcasting System . . . Gilbert Hodges, 87, former chairman of the executive committee of the old *New York Sun*, and later associated with the *Wall Street Journal*, and former president and chairman of the Advertising Federation of America . . . Eugene Meyer, 84, chairman of the *Washington Post & Times Herald*.

■ Ward A. Neff, 68, president of Cornbelt Publishers, Chicago . . . John D. Bogart, 80, onetime general manager of all Hearst properties . . . Ellis W. Leavenworth, 75, specialist in trademark law, and instrumental in having the words cellophane and cola declared generic terms instead of trademarks . . . Harold D. Jacobs, 69, founder of the *Baltimore Post* . . . Ralph M. Cohn, 45, president of Screen Gems Inc., tv subsidiary of Columbia Pictures Corp., and a tv film pioneer.

Tiffany Thayer, 57, novelist and advertising copywriter, who for 30 years spent his winters writing advertising copy (Sullivan, Stauffer, Colwell & Bayles, since '48) and his summers writing novels ("Thirteen Men," "The Greek," "One Man Show") . . . Maurice Pereles, 85, founder and president of Foreign Advertising & Service Bureau, and a pioneer in foreign advertising in the U. S. . . . S. Ralph Lazrus, 61, president and founder of Benrus Watch Co.

■ Lynn W. Ellis, 78, consultant to advertising agencies, onetime Cleveland manager of McCann-Erickson, and author of 50 management books . . . Murray E. Crain, 70, first managing editor of Advertising Age . . . Jonathan W. Peterson, 61, president of U. S. Tobacco Co. . . . Col. William G. Abel, 67, a founder of Cockfield, Brown & Co., Toronto . . . Elliot White Springs, 63, president of Springs Cotton Mills, and one of the most controversial advertisers of the past decade.

William Golden, 48, creative director of advertising and sales promotion of Columbia Broadcasting System tv network, and winner of many awards for advertising artwork and design . . . Henning W. Prentis Jr., 75, chairman of Armstrong Cork Co., and from 1911 to 1920 manager of the company's first advertising department. #

40% of Dailies Ask Maps with ABC Reports

On the basis of requests to date, more than 40% of the newspapers which will be represented in the Audit Bureau of Circulations reports scheduled for release before Sept. 30, 1960, will utilize maps to show their city and retail trading zones.

A total of 423 ABC dailies have requested maps showing the zone areas of 399 markets. Identical maps will appear in the audit reports when two or more dailies are located in the same market.

Morton Promotes Pierobon

Raymond L. Pierobon, formerly merchandising manager of Morton Salt Co., Chicago, has been appointed product development manager, effective Jan 1. Before joining Morton in January, 1959, Mr. Pierobon was with Needham, Louis & Brorby for five years as an executive on the Morton account.

Most Appliances Set Sales Records in '59; See 3% Gain in '60

NEW YORK, Dec. 22—Total industry sales for most major electric appliances topped all previous records in 1959, according to reports made by member companies to the National Electrical Manufacturers Assn.

Shipments were the highest since the record 1950 year and showed a 17% gain over the 1958 mark. A 3% over-all rise is forecast for 1960.

Four appliances—built-in electric ranges, food waste disposers, dishwashers and food freezers—topped all previous sales records and exceeded 1958 sales by from 9% to 38%, the latter increase going for built-in electric ranges, with 785,000 units sold this year.

■ Sales increases are anticipated next year on all appliances except food freezers, shipments of which are expected to remain constant with 1959. The biggest 1960 increase is anticipated for dishwashers, where a 9.5% gain for a total of 575,000 is expected.

The figures which follow do not include sales of washing machines, probably the largest selling major appliance. These units are not reported to NEMA.

■ In Chicago, the American Home Laundry Manufacturers Assn. said factory sales in 1959 will total about 5,495,000 units. That will be the third best year in industry history, and 9% above the 1958 total. AHLMA also predicts a rise of about 4% in factory unit sales for 1960, to some 5,709,000 units. #

NEMA Major Electrical Appliances

Total Industry Sales—Number of Units (Including Exports)

Major Electrical Appliances	Year 1958	Year 1959	% Change 59/58	Year 1960	% Change 60/59
Electric household refrigerators	3,116,700	3,750,000	+20.3	3,800,000	+ 1.3
Electric Farm and home freezers (includes chest and upright models)	1,100,900	1,200,000	+ 9.0	1,200,000	none
Electric ranges (Over 2½ KW)					
Free-Standing Ranges	810,100	930,000	+14.8	950,000	+ 2.2
Built-In Ranges	544,400	750,000	+37.8	800,000	+ 6.7
Total Electric Ranges	1,354,500	1,680,000	+24.0	1,750,000	+ 4.2
Electric storage water heaters	823,500	740,000	—10.1	750,000	+ 1.4
Electric dishwashers (Includes motor-driven types only. Excludes miniature or drainboard types.)	424,700	525,000	+23.6	575,000	+ 9.5
Electric food waste disposers (Plumbed-in units only)	616,500	785,000	+27.3	825,000	+ 5.1

Source: NEMA Statistical Department

Pulse Advertising Files Bankruptcy Papers in N. Y. Court

NEW YORK, Dec. 22—Pulse Advertising Inc., 147 E. 50th St., has filed a voluntary bankruptcy petition in Manhattan federal court listing liabilities at $69,558 and assets of $19,304.

There are about 120 creditors with about half the claims for "advertising." The largest creditor is Emil P. Popp & Son, typographer, with a claim of $5,166. Next largest are Ahrens Publishing Co., $4,600, *Volume Feeding Management*, $4,573, and Gould Offset Printing Co., $3,977.

■ Pulse Advertising was founded about four years ago. Last spring (AA, May 11) the agency said that it would liquidate with most principals joining one of two agencies and taking their accounts with them. President Leonard Eisen went to Lubell Advertising but has since moved to Miller Advertising.

He said that efforts to work out settlements with all creditors failed because a small "adamant" creditor insisted on payment in full. #

Murphy Joins Premier Film

Patrick Murphy has joined Premier Film & Recording Corp., St. Louis, as director of sales. Mr. Murphy was formerly assistant to the president of Jam Handy Organization, Detroit, vp of Roland Reed Productions, Hollywood, and vp of Pictures Inc., Detroit.

Bowman Names Durey Ranck

Bowman Biscuit Co., Denver, a division of United Biscuit Co. of America, has named Durey Ranck Advertising, Denver, to handle its advertising. The company, under the trade name of Supreme Bakers, distributes 100 varieties of cookies and crackers in eight states.

GF Uses Radio Spots for Tapioca; Sets Print Drive

General Foods Corp., White Plains, N.Y., is promoting its Jell-O tapioca pudding in a test spot radio campaign on WCOL, Columbus, O. The schedule consists of 15 one-minute spots per week, Tuesday through Friday, running from early December through mid-April. Jell-O has not used spot radio in several years.

Sunday supplements and newspapers will be used by Jell-O next year to promote its new flavors, lemon and orange. Between February and October, it will run 10 insertions in *The American Weekly* and *Oakland Tribune* and five each in *Denver Post*, *Phoenix Republic*, *Salt Lake City Tribune* and *Spokane Spokesman Review*. The agency for Jell-O is Young & Rubicam.

Jack Barry Named Exec VP of Fragrance Process

One of the best known figures from the tv quiz show era is now embarking on a career in another phase of the advertising business. Jack Barry, partner of the disbanded package house, Barry & Enright, and emcee of NBC's "21", has been named exec vp of Fragrance Process Co., New York. A major stockholder of the company for the past couple of years, Mr. Barry will handle its sales and promotion.

Fragrance Process specializes in aromatic advertising and merchandising. Its latest development is a process of impregnating polyethylene bags with aromas.

Katz Boosts Grenthot

H. J. Grenthot has been promoted from assistant treasurer to treasurer of Katz Agency, New York, media representative. Mr. Grenthot will replace M. J. Beck, who will retire Dec. 31 after 54 years' service with the company. Michael J. Flynn, a radio salesman, will retire Dec. 31 after 27 years with Katz.

Cranberry Marketer Reverses Self, Sets Ads in 95 Markets

HANSON, MASS., Dec. 22—In a last-minute bid to salvage what's left of its holiday market, Ocean Spray Cranberries Inc. today broke newspaper ads in some 95 cities pushing its canned cranberry sauce as "one of the most thoroughly tested food products in America."

To back its claim, Ocean Spray —a grower cooperative that markets about 75% of the nation's cranberry crop—is using the "use-tested" seal of *McCall's* ("We used it and we like it"). Copy reads, "Now you can buy Ocean Spray cranberries for Christmas with

NOW YOU CAN BUY OCEAN SPRAY CRANBERRIES FOR CHRISTMAS WITH CONFIDENCE

Ocean Spray is one of the most thoroughly tested food products in America!

OCEAN SPRAY CRANBERRIES, INC.
HANSON, MASSACHUSETTS

confidence. Ocean Spray is one of the most thoroughly tested food products in America."

The marketer's advertising department had called off a pre-Christmas campaign (AA, Dec. 14), when it appeared that no clearance from the Food & Drug Administration would be received in time to be exploited. This decision was reversed, however, by the marketer's board of directors at a meeting last week.

■ Ocean Spray's cranberries got to be one of America's "most-tested" food products after the federal government in November warned that the product might be contaminated with a weed killer said to induce cancer in laboratory animals.

The government's warning touched off a cancer scare among consumers that reportedly accounted for a 79% drop in cranberry sales in the seven days preceding Thanksgiving.

According to Batten, Barton, Durstine & Osborn, agency for Ocean Spray, the current newspaper campaign will be a single shot, with ads appearing in newspapers only on "food days" in various markets. In the grocery trade, "food day" in most areas is Tuesday.

■ Meantime in Boston the National Cranberry Institute said it will seek payment of up to $20,000,000 from the federal government as compensation for losses by the cranberry industry as a result of the U.S. warning to consumers last month.

The institute said it will seek damages "because of the unprecedented action by Welfare Secretary Arthur Flemming, who deviated from accepted policies of his food and drug division and publicly singled out the cranberry industry at the peak of its marketing season without giving this industry the opportunity to defend itself against these charges." #

Lockett Joins Graceman

D. Barker Lockett, formely associate tv/radio creative director of Needham, Louis & Brorby, has joined Graceman Advertising, Hartford, Conn., in the same capacity.

HARRY J. CLARKE

NEWPORT, R. I., Dec. 22—Harry J. Clarke, 79, former New York City advertising man and at one time head of his own agency, died here Dec. 15 at the home of his daughter, Mrs. Harriet Deviney.

Born in Montreal, Mr. Clarke went to New York in 1898. He was an advertising salesman on the *New York Evening Journal* (now the *Journal-American*) for several years. Later he was on the staff of the *Yonkers Herald-Statesman*. Subsequently he entered the agency field and was president of the old Callo & Clarke agency. Later he was advertising manager of the *Bronx Home News*, which was merged with the *New York Post* several years ago.

GUERDON HOLDEN

POCONO, PA., Dec. 22—Guerdon Sterns Holden, 78, first vp, secretary, and a director of the Forest City Publishing Co., publisher of the *Cleveland Plain Dealer* and the *Cleveland News*, died yesterday on his mountain estate near here. He had been in poor health for several years.

Mr. Holden was the son of Liberty E. Holden, founder of the Cleveland newspapers, and had been associated with the *Plain Dealer* since 1907. Since his father's death in 1913 he had been one of the trustees in actual direction of the Cleveland publishing operations.

FRANK GOTTLIEB

WEST ORANGE, N. J., Dec. 22—Frank O. Gottlieb, 48, vp in charge of sales, Liebmann Breweries, New York, maker of Rheingold beer, died of a heart attack Dec. 20 in the clubhouse of the Crestmont Country Club here.

Born in New York, Mr. Gottlieb started his career as a salesman for the old Lion brewery, in Brooklyn. In 1941 he joined Liebmann's sales staff. In 1951 he was named vp in charge of operations at the brewery's Orange, N. J., plant and in 1958 was named vp in charge of sales at the company's main office in Brooklyn.

Techno-Economic to Wyman

Techno-Economic Services, Los Altos, Cal., has appointed Wyman Co., San Francisco, to handle advertising in 13 western states, including Alaska and Hawaii, for Toss Concentrated Laundry Detergent (AA, Sept. 28). Initial emphasis will be on point-of-purchase, with other media to follow in selected markets.

THE CHAMP

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Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

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One of a series of comments on Metropolitan Oakland as a market by advertising agency executives.

Keeping abreast of changes in the California market requires almost daily attention. Otherwise, sales and advertising strategies would so quickly become outdated as to fail to take full advantage of opportunities that population movement is creating. For example: Alameda County has not only become the largest population center in Northern California but has also emerged as that area's leader in total retail sales. This was brought about by dominant sales leadership in the six most important retail classifications: food, drugs, automotive, service station, furniture and household items and building materials.

CHARLES FARRAN, President
THE GRISWOLD-ESHLEMAN CO., Cleveland

YES, it is important to recognize Metropolitan Oakland's commanding size as a market. It is equally important to remember this fact:

ONLY THE

Oakland Tribune

COVERS METROPOLITAN OAKLAND*

Greatest Home Delivered Circulation in Northern California

National Representatives:
CRESMER & WOODWARD, INC.

GO BIG.. BE BIG In the TRIBUNE...

*63% of the more than 250,000 families in Metropolitan Oakland (Alameda County) are Tribune subscribers

Member Metro Sunday Comics Network

THE CHRONICLE MEANS THE WEST

Represented by Sawyer Ferguson Walker